APRIL 27, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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KISN RADIO 91

comes to PORTLAND

. . . and everybody knows what KISN can lead to *

Check Adam Young for the full story

the Star stations

IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

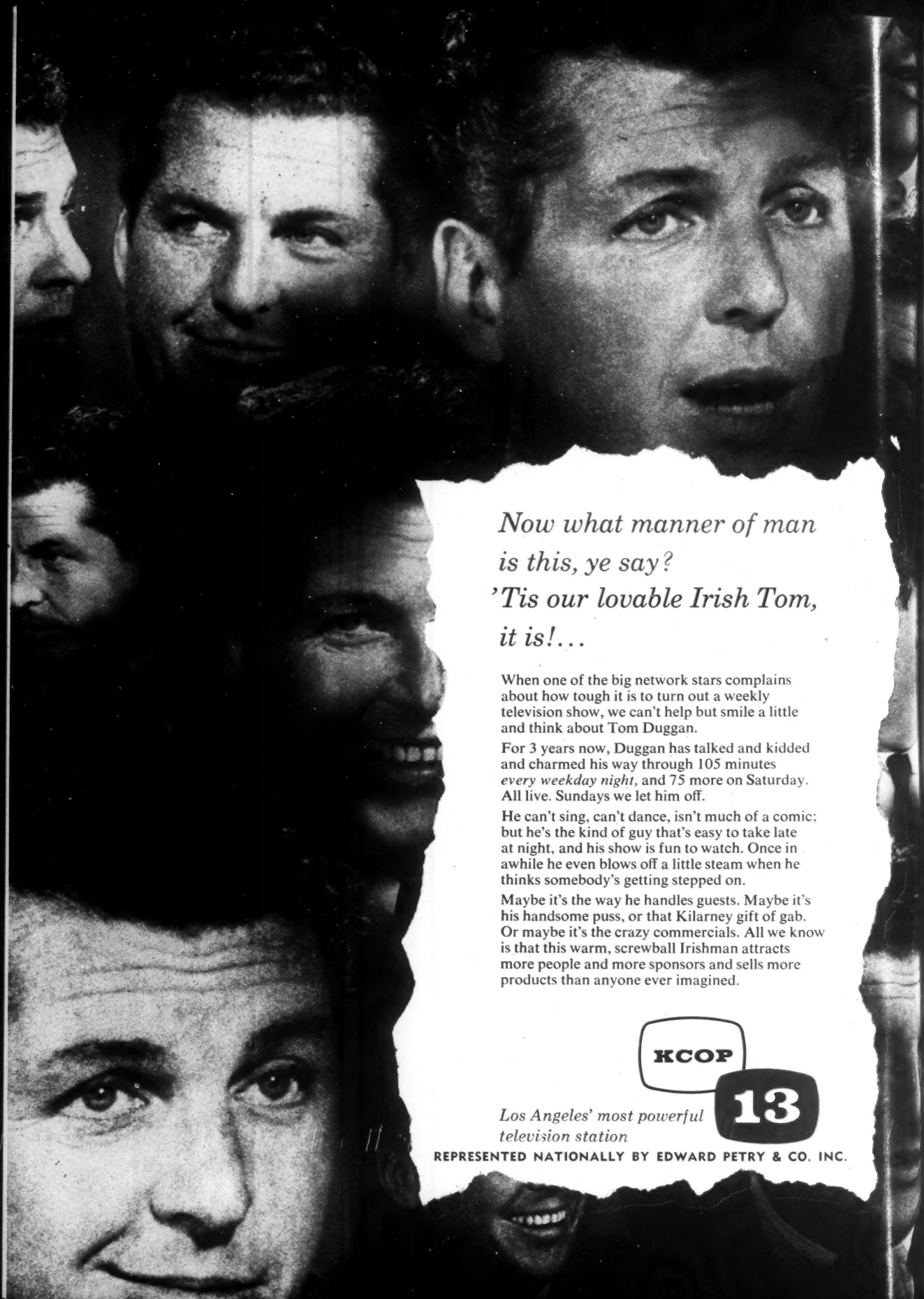
DON. W. BURDEN — President

KOIL-Omaha

KMYR-Denver

KISN-Portland

* the success of your campaign



Now what manner of man is this, ye say? 'Tis our lovable Irish Tom, it is!...

When one of the big network stars complains about how tough it is to turn out a weekly television show, we can't help but smile a little and think about Tom Duggan.

For 3 years now, Duggan has talked and kidded and charmed his way through 105 minutes *every weekday night,* and 75 more on Saturday. All live. Sundays we let him off.

He can't sing, can't dance, isn't much of a comic; but he's the kind of guy that's easy to take late at night, and his show is fun to watch. Once in awhile he even blows off a little steam when he thinks somebody's getting stepped on.

Maybe it's the way he handles guests. Maybe it's his handsome puss, or that Kilarney gift of gab. Or maybe it's the crazy commercials. All we know is that this warm, screwball Irishman attracts more people and more sponsors and sells more products than anyone ever imagined.

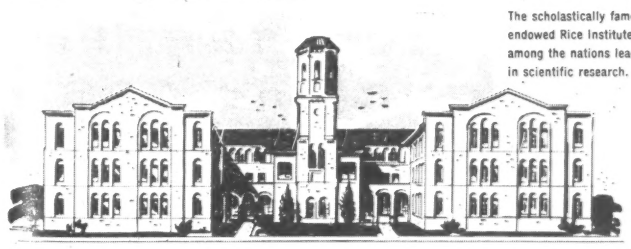
KCOP 13

Los Angeles' most powerful television station

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

The best things in life...

Educational horizons in Houston are broad and unlimited, encompassing a splendid system of elementary, business and technical schools as well as such renowned institutions as the University of Houston, Rice Institute, University of St. Thomas and Texas Southern University.



The scholastically famed, completely endowed Rice Institute ranks among the nations leaders in scientific research.

K T R K TV

THE CHRONICLE STATION

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO.,
500 FIFTH AVENUE, NEW YORK 36, N.Y.

GENERAL MANAGER, WILLARD E. WALBRIDGE
COMMERCIAL MANAGER, BILL BENNETT

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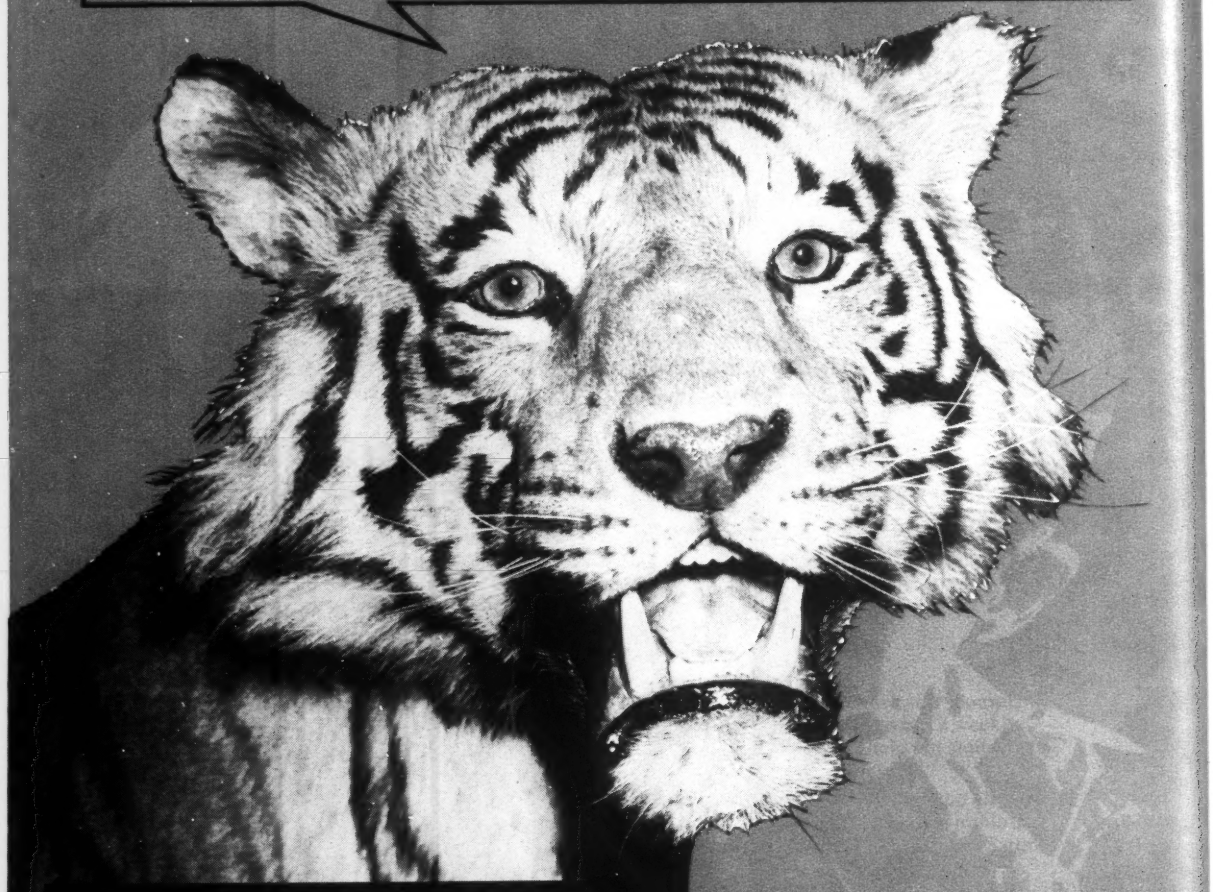
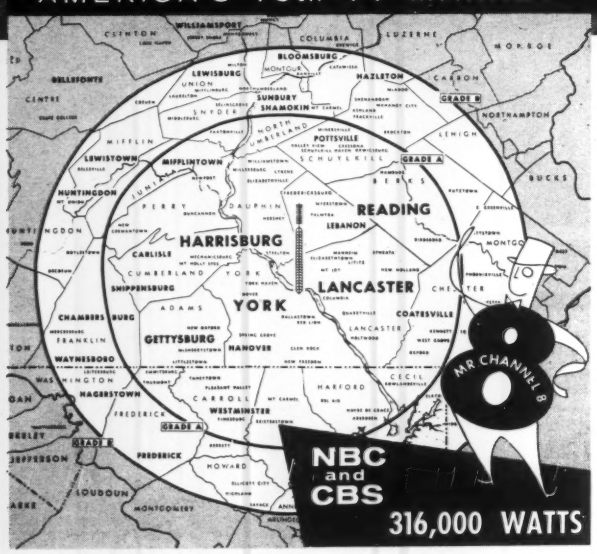
a g-r-r-r-rand fact —**WGAL-TV** is first choice of viewers in Lancaster, Harrisburg, York and in many other markets



AMERICA'S 10th TV MARKET



WGAL·TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Vigilance at Greenbrier • While crisis developed in Television Code Review Board's decision to discipline stations carrying hemorrhoid remedy commercials (story page 31), subcommittee of board was screening score of other personal-product commercials that had been questioned. It could not be learned whether any was found offensive, but at least some were enthusiastically approved for their good taste. Subcommittee consisted of E. K. Hartenbower, KCMO-TV Kansas City, subcommittee chairman; Gaines Kelley, WFMY-TV Greensboro, N.C., and Donald H. McGannon, Westinghouse Broadcasting Co., code board chairman. They met at Greenbrier last Friday during American Assn. of Advertising Agencies convention.

New type song-plugging • Here's newest gimmick advertisers and agencies are using to get more mileage out of radio commercials at no extra media cost: After singing commercial is composed, instrumental version is recorded, with top-flight arrangement and production. Trick is to get stations which are carrying singing jingle to play instrumental version free as regular musical number on record shows.

Wrigley gum and Schlitz started trend by adapting instrumentals from singing commercials. New twist is being used by Corn-Chex and unidentified appliance. Both are asking stations to play instrumental versions of commercials before commercials themselves go on air. Purpose is to sneak commercials over on listeners who have been conditioned to think of the music as just another popular tune.

Option time • All-out network opposition, buttressed strongly by many affiliates, to FCC proposal to reduce option time to 2½ hours per segment and eliminate "straddle" programs (story page 65) already is in making. But one network—ABC-TV—would not object to elimination of option time altogether if FCC provided minimum of four reasonably comparable stations in first 100 markets.

Resistance forces • Assn. of Maximum Service Telecasters lost no time in marshaling forces in opposition to breakdown of existing mileage separations in tv allocations as proposed in FCC's report to Senate Committee last week (story page 68). MST's board of directors, at call of President Jack Harris, KPRC-TV Houston, met in Washington last weekend (Saturday and Sunday). Even before FCC report had been released, however, MST's executive director, Lester W. Lindow, was at work contacting membership in anticipation of short separation proposal.

Networks also were on qui vive *on long-expected report. Shorter separation could affect not only coverage of their affiliated stations but also their owned and operated outlets. While FCC to date hasn't mentioned markets it regards as critical and in need of additional vhf stations, this random list was mentioned as among foremost: Birmingham, Providence, Rochester, Syracuse, Jacksonville, Charlotte, Raleigh-Durham, Shreveport, Louisville, Grand Rapids-Kalamazoo. These were mentioned aside from such areas as Greensboro-Winston-Salem; Tampa-St. Petersburg; New Orleans and Quad Cities, in which contests for additional v's are underway.*

Uhf in Britain • Approaching its tv allocations problems precisely in reverse of U.S., Great Britain is exploring prospects of eventual move of its tv operations to uhf, according to advices given authorities here. With geographically compact area and only comparative handful of stations to be accommodated, British engineers tentatively have concluded that uhf would provide higher quality service than its present allocations in vhf which fall below our ch. 2 allocations. British problem is simple, however, since government controls all technical services (both BBC and ITA) and simply leases programming to contractors for ITA operations.

Tv spot strong • Heavy advance sales of tv networks' fall season seems to be blessing for national spot business. Uncertainty of year ago in making network commitments held up spot plans as well because advertisers plan overall media budgets coincidentally. Station representatives already report brisk selling with spot advertiser decision-making on advanced spot orders.

Local radio strong • Word has filtered back to Radio Advertising Bureau from its executives on road in first-week swing of sales clinics that strong local radio business is making up for any softness in national activity. RAB officials already have been in Dallas, Memphis, Tulsa, New Orleans, Des Moines, Minneapolis and Kansas City.

Losses cut • Report of financial progress of ABC Radio has been submitted to board of parent AB-PT. Where network year ago was losing money at rate of $4.5 million per year, board members were told, it's now losing at rate of less than $2 million—most if not all of which can be charged up to "allocated costs" (radio network's share of cost of operating news, engineering and other service departments of ABC). Rate of improvement said to be greater than that of any other AB-PT division.

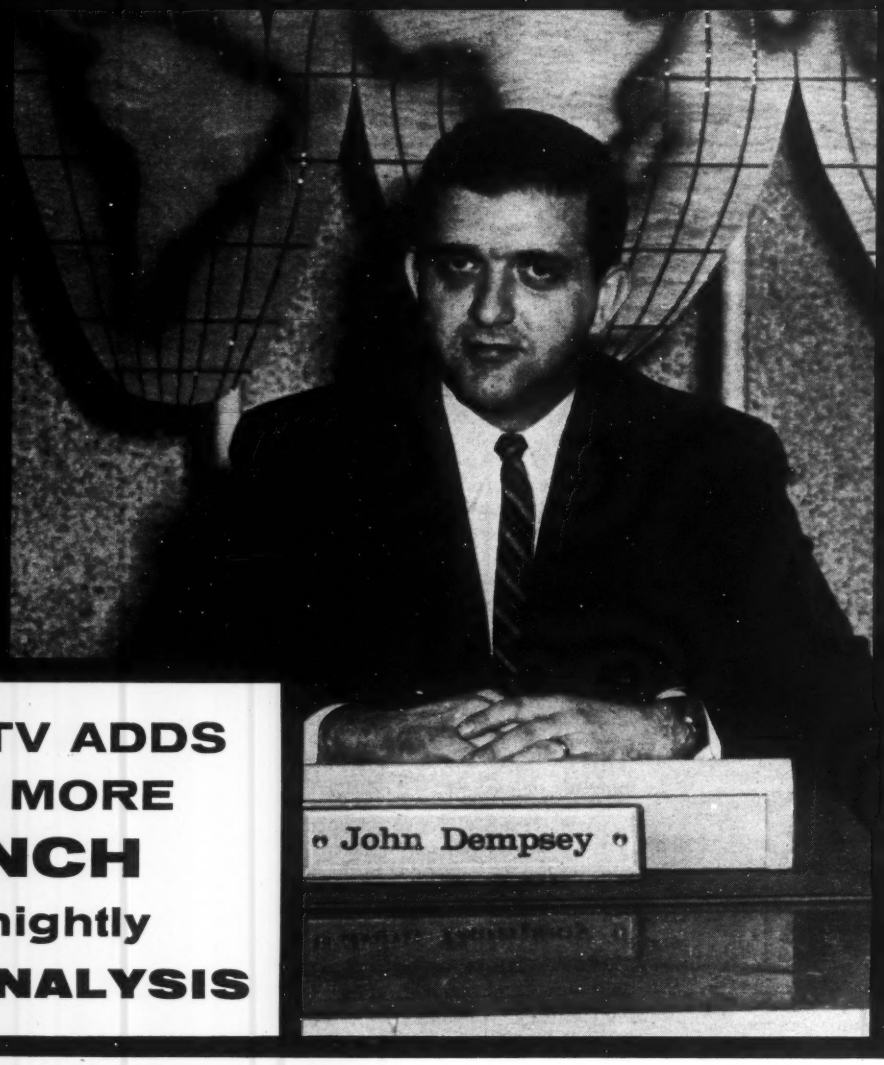
Space show • AVCO Mfg. Corp., New York, is understood to have budgeted about $250,000 for sponsorship of one-time, one-hour special on NBC-TV May 24. Telecast, which will be produced live by Robert Saudek Assoc., New York, will originate from Wilmington, Mass., and will spotlight dedication ceremonies there of AVCO's new $50 million space research center. Program said to be dramatic in nature and dealing with space research theme. Saudek Assoc. has produced several space research programs for *Omnibus*.

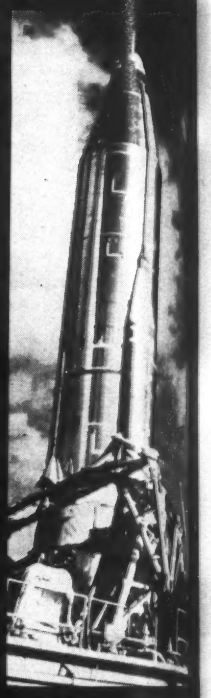
Border incident • U. S. broadcasters along Mexican border have unusual complaint against Conelrad test April 17, which blacked out half-hour of prime daytime. In one market — San Diego, which is opposite Tijuana, Mexico—broadcasters say they were forced to turn over their market to half-dozen Mexican border stations which ignored Conelrad tests. But even more serious, they contend, is that if real McCoy had happened, those important border cities would have been sitting ducks for homing enemy.

San Diego stations have been in running battle with Mexican broadcasters for several years. Indications last week were that one or more of them might formally complain to FCC and possibly OCDM on Conelrad incident.

Question of authority • Notwithstanding FCC's decision that it does not have jurisdiction over community antenna systems (BROADCASTING, April 20), it has legal opinion from its General Counsel John L. FitzGerald that existing law is sufficient to permit Commission to exercise authority. Mr. FitzGerald submitted these views before Commission made up mind it didn't want this power. In light of cable systems' attitude that they desire to be placed under FCC (see page 76), feeling is Commission can accede without new legislation.

DETROIT LOOKS TO channel 2 for NEWS





WJBK-TV ADDS EVEN MORE PUNCH with nightly IEWS ANALYSIS

With the addition of political science authority Dr. John Dempsey to WJBK-TV's award-winning news staff, Detroit's leadership station solidifies its position as the news channel in America's fifth market.

This 6:40-6:45 PM program feature is designed to give viewers a broader, more comprehensive background for interpreting the national and international news of the day.

WJBK-TV now has two Video Tape machines at your service and is still the only Detroit station with Video Tape facilities.

Represented by the Katz Agency

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

100,000 Watts • CBS Affiliate • 1057-foot tower
N.Y. Sales Office: 623 Madison Ave., N.Y. 22 • PLaza 1-3940

Storer Television

WJBK-TV	WITI-TV	WAGA-TV	WSPD-TV	WJW-TV
Detroit	Milwaukee	Atlanta	Toledo	Cleveland

WEEK IN BRIEF

MR. STODEL

Get everybody into the act • Just buying spots will not solve all your marketing and distribution problems, Edward C. Stodel, president of Stodel Adv., Los Angeles, points out in this week's MONDAY MEMO. You must give the campaign all-out support by getting everyone involved—station personnel, distributor salesmen and merchants. Page **25.**

Crisis for the tv code • Nearly 70 stations defy code board and continue carrying commercials for Preparation H, hemorrhoid remedy. Will code board ask NAB tv board this week to lift their seals of good practice? Page **31.**

Defend ad role • American Assn. of Advertising Agencies' annual convention hears repeated calls to bolster public understanding of advertising and protect the industry from creeping encroachments of government restriction. Page **34.**

Where it's coming from • TvB reports on network tv advertisers and the brands that spent the most for time in January. Page **40.**

Network tv gross • Billing gains 9.5% in February, more than $48.8 million in time charges that month. Page **40.**

Paid advertising for government agencies? • Yes, says McCann-Erickson's Marion Harper in Chicago talk. He also scored politicians who shout "Hucksters" and use advertising as a "whipping boy"—until they need it at election time. Page **50.**

A distaff look at 1959 radio-tv • Some 900 members of American Women in Radio and Television will analyze the industry at their convention in New York this week. Page **52.**

Newspaper's "Total Selling" versus television • The Bureau of Advertising of the American Newspaper Assn. explains its "total selling" program to increase newspaper advertising during ANPA convention and makes clear it will challenge television's advertising effectiveness. Page **54.**

Option Time Revisions Out • FCC issues proposed changes in option time rules including—30-minute cut, 13-week notice, straddle program interpretation and right of station to reject program after series has begun or substitute local program for network show. Comments due June 22. Page **65.**

No third round for Katzentine? • Government says it probably won't ask him to testify in Mack-Whiteside trial. Mack counsel pleads indigence, asks for government-paid assistance. Page **66.**

Tv Allocations Moves Set Out • FCC is going to wait for possible all vhf tv system, couple of months anyway. Meanwhile will start moving to squeeze in more vhf channels where they're hurtin'—in those markets having less than three vhf assignments and where uhf conversions are meager. Page **68.**

Regulation requested • Community antenna operators seek FCC control; legislation is being drafted to amend Communications Act to accomplish Commission jurisdiction. Page **76.**

Conelrad's better than ever • FCC, OCDM, others acclaim success, despite scattered defects and criticism, in backward look at April 17 test alert. Page **78.**

DEPARTMENTS

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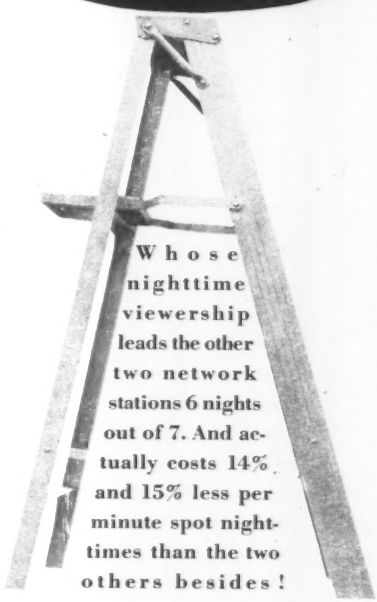
Right on top in FRESNO

KJEO


Whose nighttime viewership leads the other two network stations 6 nights out of 7. And actually costs 14% and 15% less per minute spot nighttimes than the two others besides!

KJEO—Channel 47, No. 1 for the money, No. 1 for the Central California audience.

KJEO channel 47
FRESNO

J. E. O'Neill—President
Joe Drilling—Vice President and General Manager
W. O. Edholm—Sales Manager

See your H-R representative. H-R

SELLING POWER PLUS

Fact #1: Pulse shows more people listen to WTOP in the 20 counties which make up the Greater Washington area than any other radio station. Fact #2: Independent survey reveals more than 76% of WTOP listeners are in income groups over $6,000 per year. Conclusion: in Washington, the important station is . . .

wtop radio

WASHINGTON, D. C.

An Affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by THE WASHINGTON POST BROADCAST DIVISION:

WTOP Radio, Washington, D.C. • WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 31

Sen. Monroney critical about 'Firestone' lapse

Sen. Mike Monroney (D-Okla), Congress' number one critic of network programming and rating services, Friday (April 24) struck out at ABC-TV for canceling *Voice of Firestone* on Monday nights (BROADCASTING, April 20).

"The Voice of Firestone has again become the victim of the mumbo-jumbo of tv ratings," senator charged. "This is another prime example of the lack of public service displayed by the network czars." He said ABC was anxious to get *Voice* from NBC-TV several years ago. "Since then, ABC apparently has become prosperous with the help of *Maverick*, two-gun westerns and whodunits," Sen. Monroney said. "It now seems to have gone trigger happy, along with NBC and CBS, for the highly-rated blood and thunder programs that fattens the batting average in the daily tv rating service."

Sen. Monroney said he plans to introduce into *Congressional Record* several statements and articles on Firestone situation.

Metropolitan gross up

Metropolitan Broadcasting Corp.'s gross revenue last year increased to $14,427,752 from near $10.3 million of year before, John W. Kluge, board chairman and president, reported Friday. Net income was $932,348, or 60 cents per share in 1958 compared to $243,460 or 16 cents per share in 1957 (last year's income was subject to specific writeoffs during year of more than $600,000 coming to 40 cents per share and no federal income taxes were payable because of carry-forward of loss). Stations: WNEW-AM-TV New York, WTTG (TV) Washington and WHK Cleveland (figures include only seven months of WHK operation).

Ganger affirms need

"Vital need" for "greater understanding between advertising and its publics" was stressed by Robert M. Ganger of D'Arcy Adv., new chairman of American Assn. of Advertising Agencies, in speech prepared for closing session of AAAA convention Saturday (see earlier stories page 34). He identified advertising's "publics" as government administrators, legislators and "the constituents behind the legislators."

Mr. Ganger said AAAA committees are studying to see how necessary, feasible and potentially effective are proposals which have been made "for lobbying, for a Washington headquarters for advertising, for a self-imposed levy on advertising revenue to finance a public education campaign and for many other kinds of action."

AAAA's new board meanwhile named following as its operations committee to meet monthly when board is not in session: Chairman Ganger; President Frederic R. Gamble; Harry Harding, Young & Rubicam; Andrew B. Meldrum, Meldrum & Fewsmith; Edwin Cox, Kenyon & Eckhardt; Otto Kleppner, Kleppner Co.; Raymond F. Sullivan, Stauffer, Colwell & Bayles.

Million dollar TvB

TvB's budget has hit million-dollar level, President Norman E. Cash is announcing today (Monday), following report to semi-annual board meeting at Greenbrier, White Sulphur Springs, W. Va., during AAAA convention (see page 34). TvB Board Chairman Roger W. Clipp, Triangle Stations, called it "more than just a coincidence that both television and the bureau which represents it are enjoying the greatest year in their histories." He said that "with the bureau continuing to increase in both scope and effectiveness, we are laying a firm foundation for the continuance of this success."

TvB's annual meeting will be held in Chicago in November.

Arizona Network new to ABC Radio fold

ABC Radio moves into this week with additional affiliates and programming feeds. As of yesterday (April 26) ABC Radio was to take over eight hours of programming weekly from Don Lee Broadcasting System and add them to existing ABC Pacific Coast regional network schedule. Effective today (April 27), ABC Radio adds 12 stations of Arizona Network, second such regional group to become associated with ABC Radio in past six weeks (Intermountain Network associated with ABC Radio March 15). Arizona Network, formerly with Don Lee, reportedly will continue to receive some Mutual programming. Arizona pact announced by John L. Hogg, president-general manager, KOY Phoenix, and manager of network, and Edward J. DeGray, ABC vice president in charge of radio network.

ABC Radio claims total 346 affiliations in U. S. with additional lineup in Arizona. KOY has been existing ABC Radio affiliate. Arizona Network formed in 1940 also includes KTUC Tucson, KSUN Bisbee, KNOT Prescott, KAAA Kingman, KGLU Safford, KVOY Yuma, KVNA Flagstaff, KVNC Winslow, KNOG Nogales, KWJB Globe and KHFH Sierra Vista. ABC-Don Lee agreement was signed March 26 (BROADCASTING, March 30).

Regional color set

What is believed to be first regional color television baseball network has been arranged to carry 13 home games of Cincinnati Reds. These are part of 53-game schedule fed to same stations throughout season under regular sponsorship of Sohio Oil Co. (through McCann-Erickson, Cleveland) and Hudephol beer (through Stockton, West & Burkhardt, Cincinnati). Thirteen color-casts will originate at WLWT (TV) Cincinnati and will be carried by WLWD (TV) Dayton, WLWC Columbus, Ohio, and WSAZ-TV Huntington, W.Va. Extra costs of adding color to 13 of 53 games—and extensively promoting it—will be shared by RCA and by Crosley Broadcasting Corp. (Crosley owns WLWT, WLWD and WLWC).

Trendex adds five

Trendex Inc., New York, announced Friday it plans to add five new cities to present list of 20 used in publication of monthly tv program popularity report. New total also to be used to form sampling universe for bi-monthly Television Advertisers Reports. New cities are Pittsburgh, Little Rock, Richmond, Tulsa and Peoria, Ill.

Motorola sales jump

Motorola factory sales volume of consumer products was 101% ahead of first quarter 1958 during period ending March 31, with tv as largest single factor (up 97%), company announced Friday. It marked largest first quarter since 1953 and brought firm within

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

5% of total sales volume for entire first half of last year, according to Edward R. Taylor, executive vice president. Phonograph record player sales were triple any previous best first quarter, while portable radio volume doubled 1958 first quarter and car units also showed marked increase.

WBC clinic Sept. 21-23

Westinghouse Broadcasting Co. will hold its third industry-wide public service programming conference in San Francisco Sept. 21-23, WBC is announcing today (April 27). Conference takes place at Stanford U. (Palo Alto).

KXLY to H-R Reps

KXLY Spokane will be represented by H-R Representatives Inc. and KXLY-TV by H-R Television effective June 1, it was announced Friday. Owned by Northern Pacific Tv Corp. and managed by James R. Agostino, both outlets are CBS affiliates. KXLY is on 920 kc; KXLY-TV is on ch. 4.

• Business Briefly

• R. J. Reynolds Tobacco Co. through William Esty Co., N.Y., and Miles Labs. through Geoffrey Wade, Chicago, to sponsor *Man from Black Hawk* on ABC-TV Fri. 8:30-9 p.m. starting Oct. 2. Program is being filmed by Screen Gems with Herb Meadow producer.

• Bristol-Myers moves its network tv-heavy Ban deoderant account ($2 million plus) from BBDO, N. Y., to Ogilvy, Benson & Mather there effective July 20. Ban is currently represented on B-M shows *Alfred Hitchcock Presents* (CBS-TV Sun.) and *Wanted—Dead or Alive* (CBS-TV Sat.), and order is in for *Jack Paar* (NBC-TV) late evening participations beignning first of May. BBDO, which handles other B-M products, has been Ban agency since deoderant's inception five years ago. B-M official said switch is desire for "another strong agency in our lineup."

• Renault of France has signed for half-hour, alternate week of *Playhouse 90* on CBS-TV (Thurs., 9:30-11 p.m.). Agency: Needham, Louis & Brorby, Chicago.

WEEK'S HEADLINERS

MR. SMITH

GAIL SMITH, formerly associate manager of advertising production of Procter & Gamble, Cincinnati, joins General Motors, Detroit, in newly-created post of director of television advertising, effective May 15. Mr. Smith will join staff of William F. Hufstader, GM vp in charge of distribution. He will work with GM in "consulting and coordinating capacity in tv advertising field." In addition, it was announced, he will "assist GM and division personnel responsible for tv ad schedules and programs in contacts with tv networks and advertising agencies." Mr. Smith joined Procter & Gamble in 1943 and was appointed director of radio in charge of daytime programs in 1949.

ALFRED J. SEAMAN, who resigned last week as executive vp and creative director, Compton Adv., N.Y., (WEEK'S HEADLINERS, April 20) elected vice chairman of board and chairman of executive committee, Sullivan, Stauffer, Colwell & Bayles, N.Y. At Compton all tv and radio programming as well as other creative activity reported to Mr. Seaman and at SSC&B Mr. Seaman becomes member of management working with board chairman and president of agency. Mr. Seaman was with Compton 13 years, past five as executive vp and remainder as vp and creative director. Other agency associations: partner in Knight & Gilbert, Boston, and associate account executive of Fuller & Smith & Ross, N.Y.

T. HART ANDERSON JR. has resigned as board chairman of Anderson & Cairns, N.Y., and JOHN A. CAIRNS, president of A&C, adds Mr. Anderson's position. Mr. Anderson will devote full time to marketing counsel activities which he started two years ago on part-time basis. His office will be in his Pennington, N.J., home. Anderson & Cairns was created in 1951 when Anderson, Davis & Platt merged with John A. Cairns Co. Mr. Anderson, one of AD&P's founders in 1929, previously had been in Rome with U.S. diplomatic service.

L. C. REDMON, station manager of WLAP Lexington, Ky., has been named vice president and general manager of WLAP Radio Inc., it was announced by John B. Poor, owner and president. In other WLAP promotion, WILLIAM R. LACKER, program director, was appointed national sales manager and assistant station manager, and NICK CLOONEY, on WLAP's staff since last year, promoted to program director. Mr. Redmon joined station in 1950 as account executive and left in 1953 to become merchandise manager of major appliances at Purcell Co., Lexington department store. He returned to WLAP in 1956 as commercial manager.

MORT GREEN, writer on *Perry Como Show* for over four years, to Revlon Inc., N.Y., as director of television and radio, effective June 1. Appointment is based on belief that "maximum results from tv and radio programming can best be achieved by turning responsibility over to top creative mind to work directly with individuals responsible for program creating," according to Revlon President Charles Revson. Both current and future programming will come under purview of Mr. Green, who is to work directly with Mr. Revson and F. Kenneth Beirn, vp in charge of advertising at Revlon. Some of Mr. Green's earlier writing assignments: *Mr. Ace and Jane* and Tallulah Bankhead's *Big Show*, both radio; *Milton Berle Buick Show, Colgate Comedy Hour*, Arthur Murray and Johnny Carson on tv.

MR. WILLIAMS

PHIL WILLIAMS, vp in charge of syndicated sales, ABC Films, joins United Artists Television on May 1 as eastern division manager. Appointment generally considered first major step by UA-Tv—other than production which is underway—toward national sales organization for syndication. As outlined by Bruce Eells, executive vp of UA-Tv, "first product to be put into national spot, major regional and local selling will be announced by June1." Mr. Williams' past associations include: Ziv Television Programs, where he was eastern spot sales manager preceded by spot sales manager, central division; Time Inc. (for 15 years) in sales and public relations; *March of Time* as theatrical sales manager and advertising director for motion pictures and tv.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Capital Cities Television Corp.

announces

the opening

of

including television stations:

W-TEN CHANNEL 10
Albany — Troy — Schenectady

WTVD CHANNEL 11
Raleigh — Durham

WPRO-TV CHANNEL 12
Providence

and radio stations:

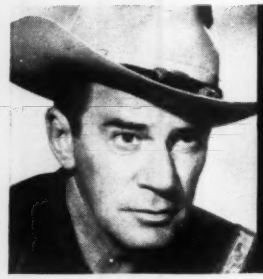
WROW 590 Kc.
Albany — Troy — Schenectady

WPRO 620 Kc.
Providence

NEW YORK HEADQUARTERS
65 EAST 55TH
PLAZA 2-1750

Frank M. Smith
PRESIDENT

The HOT SHOWS



MACKENZIE'S RAIDERS

starring RICHARD CARLSON

DENVER
KLZ-TV
42.6% Share
22.6 RATING
BEATS Zane Grey Theater, Perry Mason, Black Saddle, Playhouse 90, Lineup, Wyatt Earp and many others.

MIAMI
WTVJ
39.9% Share
23.0 RATING
BEATS Lawman, Gale Storm, Goodyear Theater, Ozzie and Harriet, Steve Allen, Naked City and many others.

BOLD VENTURE

starring DANE CLARK
introducing JOAN MARSHALL

PHILADELPHIA
WRCV-TV
42.6% Share
18.9 RATING
BEATS People Are Funny, Lawrence Welk, Cimarron City, Desilu Playhouse, Rawhide, Yancy Derringer and others.

AMARILLO
KVII
35.2% Share
19.6 RATING
BEATS GE Theatre, Thin Man, Alfred Hitchcock, Rawhide, Phil Silvers, Ed Sullivan and others.

SEA HUNT

starring LLOYD BRIDGES

SAN FRANCISCO
KRON-TV
52.5% Share
24.0 RATING
BEATS Dinah Shore, Restless Gun, This Is Your Life, Cimarron City, Ernie Ford, Wyatt Earp and many others.

DETROIT
WJBK-TV
55.6% Share
29.2 RATING
BEATS Alfred Hitchcock, Dinah Shore, Groucho Marx, Texan, Ed Sullivan, Yancy Derringer and many others.

HIGHWAY PATROL

starring BRODERICK CRAWFORD

BOSTON
WBZ-TV
51.2% Share
22.0 RATING
BEATS Wells Fargo, Ernie Ford, Phil Silvers, People Are Funny, Desilu Playhouse, Wyatt Earp and many others.

ST. LOUIS
KSD-TV
44.9% Share
27.9 RATING
BEATS Alfred Hitchcock, Wells Fargo, Wyatt Earp, Ann Sothern, Peter Gunn, Ed Sullivan and many others.

Scome from ZIV!

CINCINNATI
WKRC-TV

49.6% Share

22.7 RATING

BEATS People Are Funny, Alfred Hitchcock, Yancy Derringer, Bob Cummings, Ann Sothern, Jack Benny and others.

CHARLOTTE
WBTV

49.8% Share

29.3 RATING

BEATS Phil Silvers, Texan, Thin Man, Wyatt Earp, Ozzie and Harriet, Groucho Marx and many others.

BATON ROUGE
WBRZ-TV

76.3% Share

47.7 RATING

BEATS Have Gun - Will Travel, Perry Como, Millionaire, Lineup, Yancy Derringer, Danny Thomas and many others.

ATLANTA
WSB-TV

57.6% Share

24.3 RATING

BEATS Danny Thomas, Rawhide, Red Skelton, GE Theater, Black Saddle, Ann Sothern and many others.

BIRMINGHAM
WBRC-TV

59.0% Share

38.8 RATING

BEATS Lineup, Wells Fargo, December Bride, Perry Mason, Wagon Train, Peter Gunn and many others.

ROCKFORD
WREX-TV

41.9% Share

28.0 RATING

BEATS Lawman, Black Saddle, Phil Silvers, Thin Man, Peter Gunn, Wells Fargo and many others.

CLEVELAND
KYW-TV

37.8% Share

19.0 RATING

BEATS Wanted - Dead or Alive, Gale Storm, Phil Silvers, Ann Sothern, Cimarron City, Ed Sullivan and others.

SOUTH BEND-ELKHART
WSJV

32.4% Share

20.5 RATING

BEATS Groucho Marx, Ed Sullivan, D.A.'s Man, "M" Squad, I Love Lucy, Naked City and others.

G. RAPIDS-KALAMAZOO
WKZO-TV

42.1% Share

25.0 RATING

BEATS Lawman, Peter Gunn, Phil Silvers, Zorro, Patti Page, Buckskin, and many others.

DAVENPORT-R. ISLAND
WHBF-TV

55.2% Share

18.3 RATING

BEATS Ellery Queen, Pat Boone, Arthur Murray Party, Lawman, Donna Reed, Patti Page and many others.

COLUMBUS
WBNS-TV

60.4% Share

34.4 RATING

BEATS Perry Mason, Sugarfoot, Red Skelton, Danny Thomas, Peter Gunn, Wanted - Dead or Alive and many others.

SAN DIEGO
KFMB-TV

53.8% Share

30.5 RATING

BEATS Rifleman, 77 Sunset Strip, Cheyenne, Wyatt Earp, Real McCoys, Lawman and many others.

CHICAGO
WNBQ

40.0% Share

28.8 RATING

BEATS Wagon Train, This Is Your Life, Playhouse 90, Alfred Hitchcock, Ed Sullivan, Wyatt Earp and many others.

JACKSON, MISS.
WJTV

58.9% Share

34.5 RATING

BEATS Steve Allen, Desilu Playhouse, Perry Como, Maverick, Wells Fargo, Playhouse 90 and many others.

JACK GROSS, Vice-President, American Research Bureau, Inc.

ARB, in compiling nation-wide ratings, uses a viewer diary kept in the home. These diaries are the reliable source of many Ziv ratings shown here.

RALEIGH - DURHAM
WTVD

57.4% Share

28.0 RATING

BEATS Lawman, Danny Thomas, This Is Your Life, Texan, Trackdown, Ozzie and Harriet and many others.

HANNIBAL - QUINCY
WGEM-TV

53.6% Share

36.8 RATING

BEATS Black Saddle, Rawhide, Steve Allen, Yancy Derringer, Garry Moore, Thin Man and many others.

SEATTLE - TACOMA
KOMO-TV

45.3% Share

29.2 RATING

BEATS Peter Gunn, Perry Como, Alfred Hitchcock, Ernie Ford, Wells Fargo, Wyatt Earp and many others.

The Ziv man in your market can show **you** how to profit from using one of America's GREAT selling forces ...a Ziv Show!

ZIV Television

RATINGS SHOWN ARE ARB, FEB. or MAR. '59

We want you to meet some of

our fair ladies

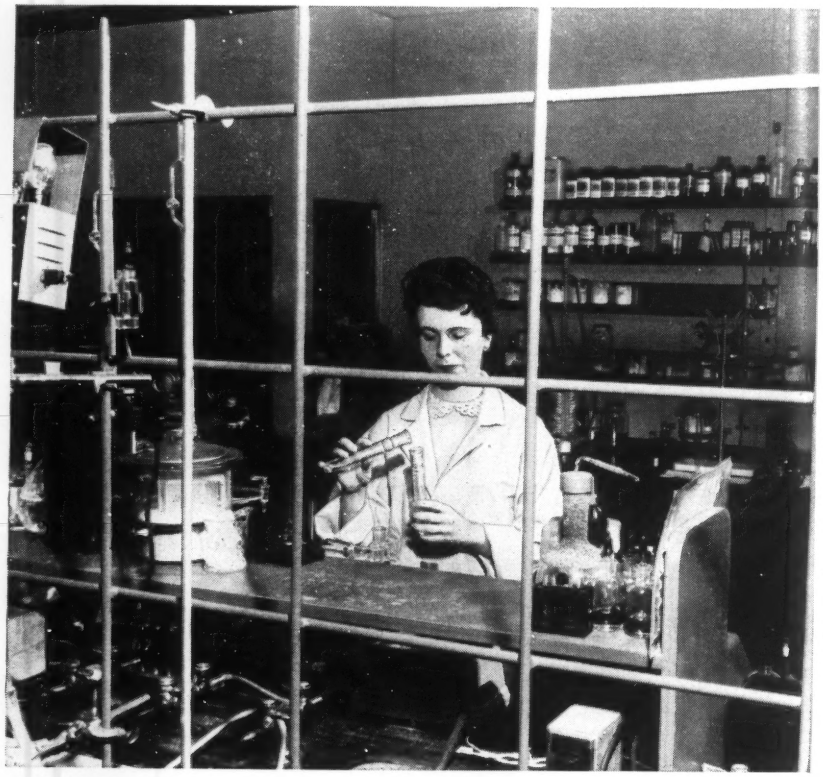
PTA WORK AND BEING A CUB SCOUT DEN MOTHER help to keep Mrs. William R. Hugill of Livonia, Michigan, busy. In addition, Mrs. Hugill, like many wives of Standard Oil dealers, helps her husband with the office work necessary for an efficient operation.

THE OTHER DAY someone remarked that the oil business was only a man's business. It isn't true—and thank heaven for that! Thousands of women have played a vital role in making Standard Oil what it is today—stockholders, employees, wives of employees, businesswomen and dealers' wives.

Here are just a few of our fair ladies. There isn't enough room on this page to print all of their pictures.

Women have an unerring instinct for quality and service and value—things on which our business is built. This is why so many women are busy *on* the scene at Standard Oil. But we are equally grateful to wives and mothers *behind* the scene. They know how to ladle out generous portions of praise and encouragement—just when they're needed the most. Progress depends on perseverance. And we count on thousands of the best bucker-uppers in the world!

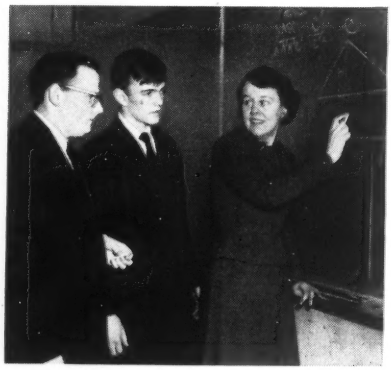
A "man's business," indeed!



MISS MARY GARVEY IS A SCIENTIST in our research center at Whiting, Indiana. A graduate of Purdue University, her branch in science is chemistry. She is conducting one of hundreds of experiments that go on here continually to improve petroleum products.

MISS AGNES TOKHEIM is president of The Tokheim Company, Cedar Rapids, Iowa. Her company manufactures and sells gauges to Standard Oil. More than 30,000 independent businesses supply Standard with the services and materials needed to give you top-notch service.

BEFORE HER RECENT RETIREMENT, Miss Flora Adler was executive secretary to a Standard Oil official. An employee of Standard for more than 22 years, she is now on a world tour. Back in 1903, when retirement benefits were virtually unheard of in industry, Standard Oil started its retirement plan.



MISS MARGARET JOHNSON, an assistant principal in a Chicago high school, is shown going over a problem with George Mitchell (left) and Tom Madden. Miss Johnson is one of more than 53,000 women who own stock in Standard Oil. Standard has paid dividends in 66 consecutive years.

100th ANNIVERSARY OF THE OIL INDUSTRY
1959
75th ANNIVERSARY OF STANDARD OIL CO.

STANDARD OIL COMPANY
(INDIANA)

STANDARD

THE SIGN OF PROGRESS...
THROUGH RESEARCH

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr. Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 29-May 2—American Women in Radio & Television, annual convention, Waldorf-Astoria, New York. **April 29:** Welcome party, 10:30 p.m. **April 30:** Tours and reception; banquet at 7 p.m., Sen. John F. Kennedy (D-Mass.) speaker; general session, 10 p.m., "Brainstorming for a Better AWRT". **May 1:** Fannie Hurst, commentator-author, keynote speaker at 9:45 a.m. opening session; NAB's Harold Fellows to moderate 10:30 a.m. panel on communications; Jayne M. Shannon, J. Walter Thompson Co. broadcast media supervisor, to moderate 2:30 p.m. panel on "Selling Techniques in a Changing Society." **May 2:** John Day, CBS-TV director of news, to moderate 10:30 a.m. panel on "Technical Progress—How to Make the Most of It"; also at 10:30 a.m., panel on "Program Sources—Keeping a Step Ahead," moderated by Duncan McDonald, The Yankee Network; Pauline Fredericks, NBC analyst and UN correspondent, to moderate 2:30 p.m. panel on "Entertainment and Enlightenment." Election of officers and the McCall's Award Dinner also scheduled for May 2. **May 3:** Business meeting at 10:30 a.m. In addition, other social and business activities to be held throughout the five days.

April 30-May 2—Alabama Broadcasters Assn. annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—Journalism Institutes, Center Bldg., U. of Wisconsin, Madison.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 2—Inland Empire AP Broadcasters Assn. meeting for broadcasters from Eastern Washington and North Idaho, Davenport Hotel, Spokane.

May 2—Virginia AP Broadcasters, spring meeting, National Press Club, Washington.

May 2-3—Spring caucus sponsored by **Los Angeles Advertising Women,** Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

May 3—Oklahoma AP Broadcasters Assn., Lake Texoma Lodge, Durant.

May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

May 4—Commencement of **FCC inquiry into television network program practices.** Chief Hearing Examiner James D. Cunningham presiding. Docket 12,782.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

***May 6-8—National Community Antenna Television Assn. of Canada,** third annual convention, Queen Elizabeth Hotel, Montreal, Que.

May 6-9—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

May 7-9—5th district, **Advertising Federation of America,** convention, Hotel Frederick, Huntington, W.Va.

May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

May 8—Connecticut Broadcasters Assn., Waverly Inn, Cheshire. Agenda includes agency panel discussion by Catherine Noble, Marschalk & Pratt; Dick Jackson, J. M. Mathes Inc.; Jerry Sprague, Cunningham & Walsh; Leo Kaufman, Kaufman Agency; Edward Lush, E. J. Lush Inc., and Shirley Walker, Graceman Advertising Inc. Dinner speaker: Comdr. Edward Whitehead, president of Schweppes (USA) Ltd.

May 8—Ninth annual Radio-Television Industry Conference, San Francisco State College, San

"Sunny" Knows

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programmed for service . . . and for sales, and has been making friends in Florida for 31 years.

WSUN 620 KC

Tampa St. Petersburg

National Rep:

VENARD, RINTOUL & McCONNELL

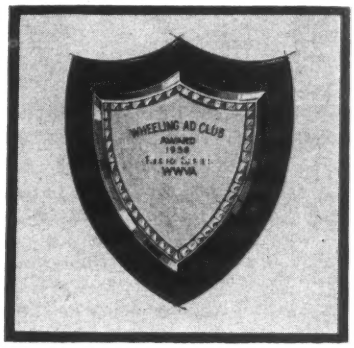
Southeastern Rep:

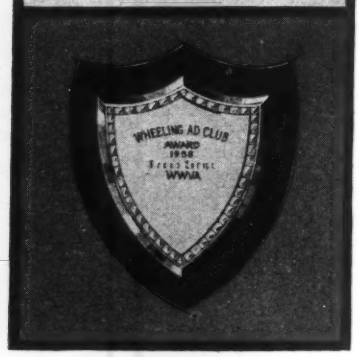
JAMES S. AYRES

* NCS 2

"Best Media Promotion"

"Best Transportation Advertising"





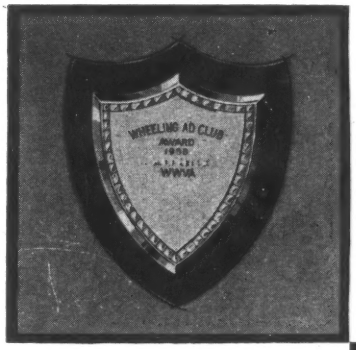
"Best Program Series"

Speaking of A

"Best Single Program"

"Best Live Local Program"

"Best Spot Announcement Series"



"Best Direct Mail"

PAUL MILLER
Managing Director

f Awards . . .

When the Wheeling Advertising Club recently presented WWVA Radio with *seven awards* for outstanding programming, advertising, and promotion (a record number) . . . we were frankly pretty proud.

Because this cherished honor reflects tremendous recognition in the community, it indicates one reason why WWVA is first *in every time period from 6 A.M. to midnight, 7 days a week,* in 46 surrounding counties, and dominates the vital half of the $6,000,000,000 Pittsburgh Tri-State Market that other media don't effectively cover. It shows, too, that Storer stations consider it important to be *local stations,* as well as being known throughout the nation.

"Famous on the local scene"

WWVA

Only fulltime **CBS** Network Station in
PITTSBURGH - WHEELING AREA

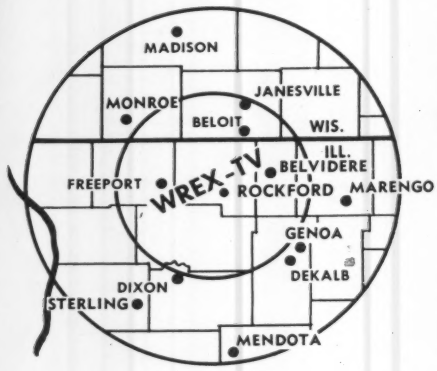
Represented by
John Blair

STORER BROADCASTING COMPANY

Storer Radio

WWVA	WJW	WJBK	WIBG	WSPD	WGBS
Wheeling	Cleveland	Detroit	Philadelphia	Toledo	Miami

WREX-TV
new, wide range



with

HIGH POWER

229 KW VIDEO
115 KW AUDIO
spans a BILLION DOLLAR Rockford primary market

COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass $1.1-billion potential . . . widens the "secondary" range of influence to include a total $2.5-billion.

Tops in
sales power!

WREX-TV — "The Viewers' Choice DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year!

TOTAL MARKET:

Population	**1,343,651**
Households	**413,099**
Spendable Income	**$2,502,773,000**
Retail Sales	**$1,768,295,000**

WREX-TV COVERAGE

WREX-TV spans audience interest . . . comparative rankings of top programs, ARB area survey, shows 23 of top 25 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day:

Rockford Metropolitan Area — station share of sets-in-use summary — for 4 weeks

Source ARB Feb. 9-March 8, 1959

	WREX-TV	Station B
Mon. — Fri.		
Sign-on to Noon	60.2*	40.3
Noon to 6:00 PM	62.0	37.0
6:00 PM to Mid.	54.7	44.5
All Week — Sign-On to Sign-Off	59.9	39.0

*Shares — station on less than the station telecasting the most quarter hours during particular period.

a wider market/coverage range in the Rockford BILLION DOLLAR market

WREX-TV
CHANNEL 13 ROCKFORD
J. M. BAISCH, Gen. Mgr.

Represented By H-R TELEVISION, INC.

Francisco, Calif. Discussions by national and local figures include motivational research, editorializing and panel on "What Time Buyers Look For." Banquet speaker: Writer Rod Serling.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

***May 12-13—RCA Broadcast Equipment Seminar**, Statler Hilton Hotel, Washington, D.C.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winnters of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

May 14—Washington AP Broadcasters Assn., Washington Athletic Club, Seattle.

May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln.

May 15—Iowa AP Radio & Television News Assn. annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with **Iowa Radio & Television News Directors Assn.** convention.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale. Speakers include Sam Sharkey, executive news director of NBC, and Frank Edwards, onetime network commentator now with WTTV (TV) Indianapolis. **Illinois AP Radio-Tv Assn.** annual meeting and **United Press International** business meeting also to be held.

May 18-20—Annual Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

***May 19—Wisconsin Broadcasters Assn.**, Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, to be featured speaker.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Docket No. 9321 et al.

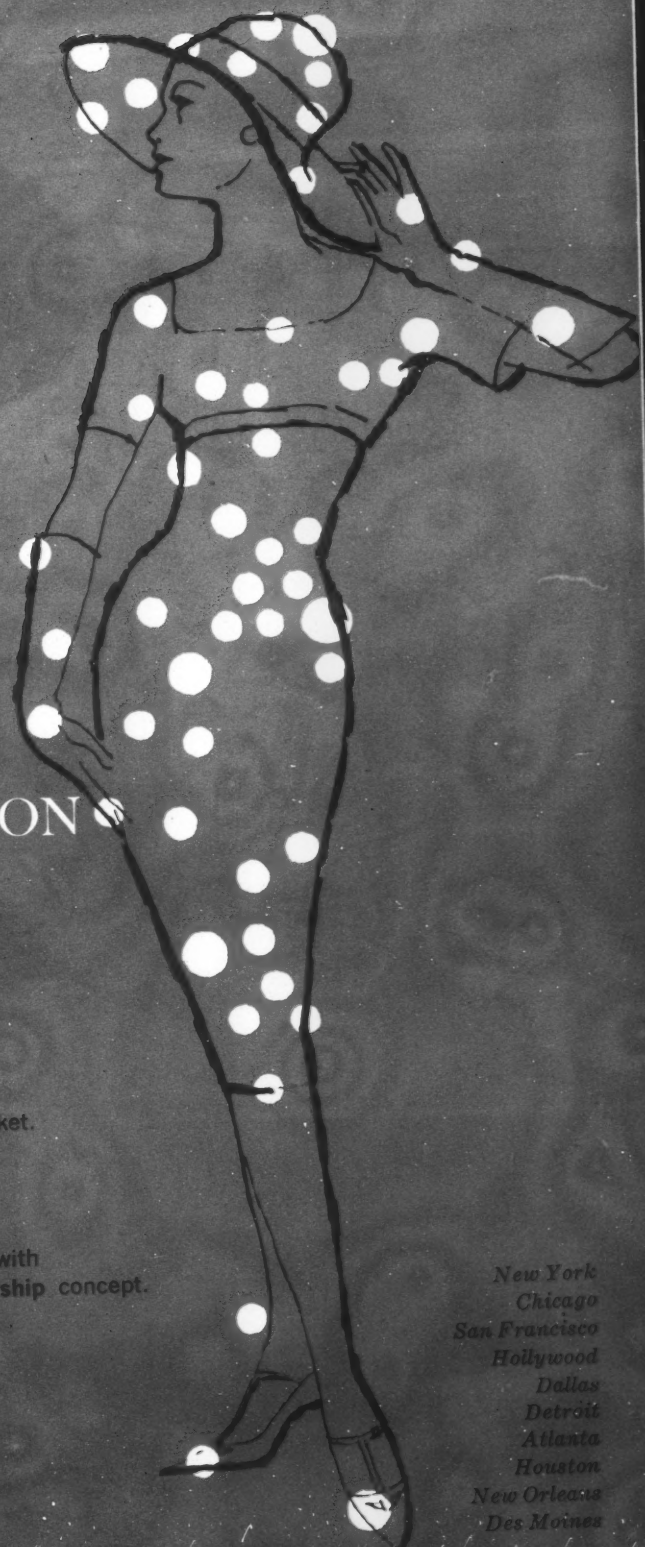
May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

May 21-23 Montana Radio Stations Inc., Great Falls.

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.



IT'S SPREAD TO FASHION

The Parisian couturiers have just discovered spot, but American businessmen have been profiting from its use for better than 30 years.

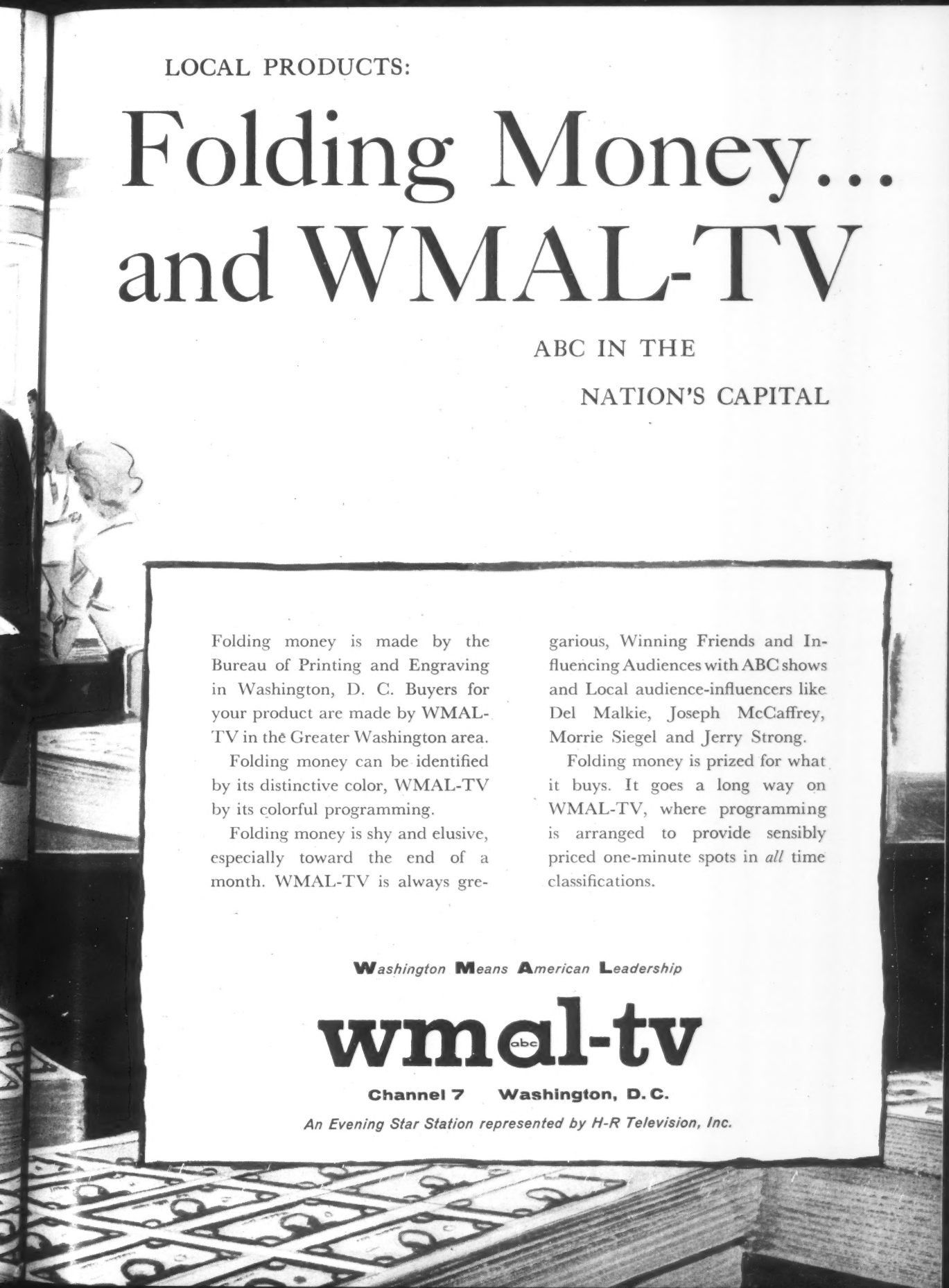
After all, what other medium is sufficiently fast-breaking for you to take advantage of temperature and precipitation changes; instantaneously meet competitors' price shifts; or capitalize on peak buying days and hours in each market.

When it comes to **selling** national spot, it is obvious that good communications, like time, is of the essence. The **H-R** policy of close, continuing, day-in, day-out personal contact with its stations forms the bedrock of its **Working Partnership** concept.

New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines

"We always send a man to do a man's job"

H-R *Television, Inc.*
Representatives



LOCAL PRODUCTS:

Folding Money... and WMAL-TV

ABC IN THE NATION'S CAPITAL

Folding money is made by the Bureau of Printing and Engraving in Washington, D. C. Buyers for your product are made by WMAL-TV in the Greater Washington area.

Folding money can be identified by its distinctive color, WMAL-TV by its colorful programming.

Folding money is shy and elusive, especially toward the end of a month. WMAL-TV is always gregarious, Winning Friends and Influencing Audiences with ABC shows and Local audience-influencers like Del Malkie, Joseph McCaffrey, Morrie Siegel and Jerry Strong.

Folding money is prized for what it buys. It goes a long way on WMAL-TV, where programming is arranged to provide sensibly priced one-minute spots in *all* time classifications.

Washington **M**eans **A**merican **L**eadership

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.

Picture Q*

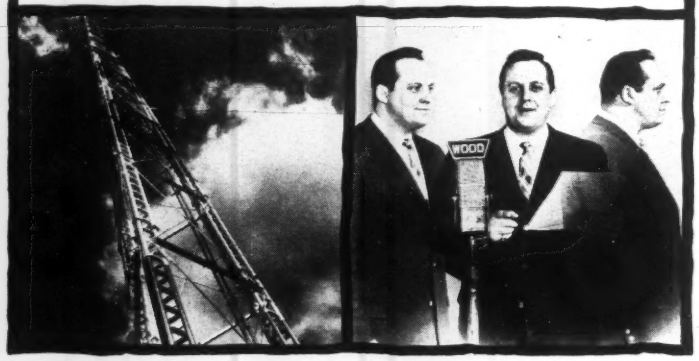
*What's your WOODquotient?

More WOOD-AM personalities make regular public appearances than those on any other local station. How many do? 5, 8, 10

(8 do regularly — but they're all available)

How much dough did WOODlisteners blow on retail sales in 1958? $1,260,000,000, $940,000,000, $1,780,000,000

(WOODland is rich territory, man: $1,784,422,000)*



WOOD-AM's primary signal is one of the most powerful in Western Michigan. It reaches how many households? 155,000, 351,000, 441,000

(441,000 — not including the 14,000 without radios)*

What's "radio-active" mean in Grand Rapids? hot isotopes — busy announcers — resultful programming

(It stands for WOOD-AM's skilled programming of music, news and sports that keeps listeners moving and buying — and announcers busy, too)

Source: 1958 SRDS Data

How to rate your WOODquotient:

0 right — You're still listening for H. V. Kaltenborn
1-2 right — Almost as bad as a warm martini
3 right — Man, you're "radio-active", too
4 right — You must have peeked!

WOOD-AM is first — morning, noon, night, Monday through Sunday
April '58 Pulse Grand Rapids — 5 county area

WOOD-TV is first — morning, noon, night, Monday through Sunday
February '59 ARB Grand Rapids

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

OPEN MIKE

No razzle-dazzle wanted

EDITOR:

Congratulations to Muriel Bulli of Erwin Wasey, Ruthrauff & Ryan for her Monday Memo "The Station Merchandising Plan" (page 29, March 23). We have always felt that a station's prime responsibility to its advertisers is to deliver the largest possible audience at the lowest possible cost. It's good to learn that some agency people aren't impressed by razzle-dazzle and false promises.

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

WQXQ thanks WGMS

EDITOR:

This is a "thank you" letter . . . to Charles O. Wood of Washington's good music station, WGMS. BROADCASTING's Jan. 12 (page 93) story of WGMS' successful "tell the advertiser" promotion brought copycat success to our good music station . . . WQXQ began a campaign asking listeners . . . to let our good music sponsors know the advertising was heard on WQXQ.

The resulting outpour of listener "thank you's" so pleased sponsors and brought so many new success stories, renewals and new sales, that WQXQ has just concluded the second consecutive record sales month . . .

Don Ritter
General Manager
WQXQ Daytona Beach, Fla.

Levy levity?

EDITOR:

Have noticed on-the-air expressions for editorials on radio. One station calls these expressions "air-opinions." What would be wrong with calling them "air-ditorials."

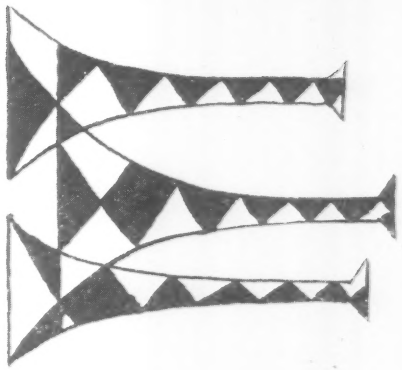
Milton L. Levy
Manager
California Farm Network
Berkeley, Calif.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

KONO RADIO and KONO-TV



take pleasure in announcing

the appointment of

THE KATZ AGENCY

as their

NATIONAL SALES REPRESENTATIVE EFFECTIVE MAY 1, 1959

Serving Greater San Antonio and Southwest Texas Markets

TAMPA-ST. PETERSBURG

... market on the move!

Pints by the million of luscious, red-ripe, sun-sweet strawberries are on the move . . . out of Florida's rich acres . . . into the North's important market centers! From Thanksgiving until mid-April, harvesting of king-sized Florida strawberries is *big business* around the MARKET ON THE MOVE . . . TAMPA-ST. PETERSBURG! Until early March, over 90% of the fresh strawberries consumed east of the Rockies are shipped from this area!

The yearly *total* amount of agricultural products produced in the TAMPA-ST. PETERSBURG area is roughly *a quarter of a billion dollars!*

You can capture this rich, ripe market with the STATION-ON-THE-MOVE — WTVT — *first in total share of audience** with 34 of the top 50 programs! WTVT, with highest-rated CBS and local shows, penetrates and blankets the MARKET-ON-THE-MOVE . . . TAMPA-ST. PETERSBURG!

**Latest ARB*

station on the move...

WTVT

TAMPA - ST. PETERSBURG

CBS **Channel 13**

The WKY Television System, Inc.

WKY-TV Oklahoma City
WKY-RADIO Oklahoma City
WSFA-TV Montgomery

Represented by the Katz Agency

MONDAY MEMO

from **EDWARD C. STODEL,** *president, Stodel Adv., Los Angeles*

Get everybody into the act

It's amazing how many advertisers with good products chunk down a sizeable budget on spot radio, carefully buy the top rated stations, write the prettiest, downright clever, strongest copy . . . then stand there and virtually dare it to crack a new market, force distribution or skyrocket sales by the sheer magic of simply broadcasting the message to the mostest people.

Today, with the terrific competition of copy and promotion and production ideas and gimmicks for the listeners' interest, the usual battle for product acceptance plus the fight for distributor-dealer cooperation, you have to get *everybody* and *everything into the act* to really cash in fully on spot radio.

We have an interesting case in point with one of our accounts, Baker Boy Bakeries Inc. of Los Angeles and Amarillo, Tex., which produces and markets fudge brownies, a cinnamon-nut confection roll, low sodium diet cake and other items to grocers nationally. Like many manufacturers, they are somewhat at the mercy of their various distributors when it comes to local promotions, keeping markets stocked and the product displayed.

'Run Some Spots' • Last fall, the account was faced with a definite sales slowup in the important Dallas - Ft. Worth and Houston areas. "We need to jack them up—run some radio spots," the client instructed.

Now, that's one thing we don't believe in—just running some spots, especially without an on-the-spot appraisal of the marketing situation they're supposed to solve.

So, armed with a modest budget and bold plans, we arrived in Dallas set for an 8 a.m. pep-up meeting to excite the cooperation of the distributor, one of the nation's largest. By 8:30 we had problems. They were appreciative of the value of our radio campaign but, frankly, they had head office orders to push their own fruit cake for the holidays . . . so don't count on much activity from their salesmen. To make matters worse, we found their warehouse supplies of Baker Boy products were low and a quick check of grocers and supermarkets revealed less than desirable shelf space displays and dealer enthusiasm.

Setting the Stage • We chose a combination package of WRR Dallas and KXOL Ft. Worth, backed up by a secondary buy of KBOX Dallas to cover the twin market. In Houston, KNUZ.

Two weeks before the start of the campaign, meetings were held with the staffs of each station. Not only the star disc jockey personalities who were to do the selling, but everyone from the secretaries and engineers were brought into the act. Special coffee breaks were held to treat them all to Baker Boy fudge brownies and coffee cake. Supplies were sent out to the disc jockeys' homes for their families to enjoy first hand. We wanted everyone to be sold on the products—and it worked. We prepared copy and fact sheets so the disc jockeys could inject their personal ad lib endorsements. Of course, they were always eating Baker Boy in the studio and on the air, with their coffee. The copy catch line, "Oh Boy, Oh Boy, It's Baker Boy," quickly became a popular salutation around the studios.

Next, the big job was to pass that enthusiasm down to the distributor, his salesmen, and on to the dealers. In Houston, for example, KNUZ' Dave Morris went to the distributor branch office with us to help convince the area manager that fruit cakes or not, he just couldn't afford not to take advantage of the business KNUZ was going to produce for him. It didn't take long for this distributor to place a sizeable order with Baker Boy's Amarillo bakery to stock up again on brownies and confection rolls.

Ed Stodel at 17 was bylining features from Hollywood for Hearst newspapers and soon was writing-producing early radio daytime serials originating there. After a year as KFI Los Angeles continuity editor, he formed Stodel Adv. (1935), specializing in radio for retailers and brand accounts as well as for major movie studios. Latest effort is a new tv film series based on adventures of U.S. Marines. Screen Gems made the pilot. Mr. Stodel lives in Sherman Oaks, Calif., with his wife Charlotte, daughter Jackie 14 and son Jeffrey 11.

With the help of promotion staffs at KXOL, WRR and KBOX, a similar pre-broadcast buildup impressed the distributor headquarters for Dallas - Ft. Worth enough to restock their depleted supply of Baker Boy.

The Follow Through • Then to make sure the all-important distributor salesmen—the men who must sell the market which sells the consumer, are in the act—a personal letter signed by all the star disc jockeys was sent to each by each station. Not only was this designed to make him feel these famed radio personalities were on his team to help increase his "take home" . . . but also how to use the campaign to excite maximum cooperation from his dealers. Included was a copy of the impressive radio listening schedule so he could personally catch the spots.

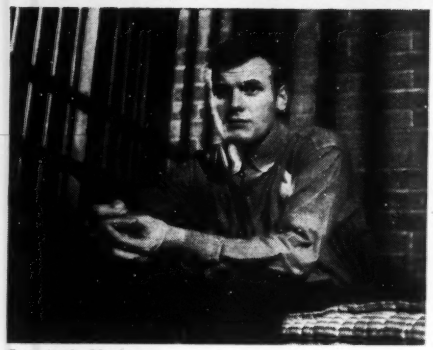
The final clincher was a special letter, sent by each station on its letterhead, to every grocer and supermarket in its listening area. The letter, personally signed by the radio disc jockeys, did a powerful job of selling the dealer on getting on the bandwagon, stocking up and planning displays so he, too, could cash in on the Baker Boy broadcasts. Of course, dealers were assured mentions for their markets on the spots.

Sells Big in Texas • As you can see, we managed to get everyone in the act. And the formula worked. The disc jockeys did a delightfully informal, highly effective sell. Getting them, their wives and kids and the gang at each station pre-sold on the product itself really paid off. In less than a month, radio was moving the products off the shelves faster than ever before experienced in Texas.

So, naturally, the reluctant but now convinced distributor had to split time between pushing its own fruit cake and rushing re-orders of Baker Boy to meet the demand. Admittedly, they had never before seen such fast results, such impact on a product from spot radio in this market. The three-month campaign paid off for Baker Boy and is still paying off in far better distributor-dealer cooperation and continued healthy sales.

So, just don't stand there, do something. Get everybody in the act!

Where We Stand



Portrait of a Murderer

Hungary: Return of the Terror

A Town Has Turned to Dust

Cuba in Arms

The Last Clear Chance

France at the Brink

The Days of Wine and Roses

Prologue to the Summit: The Arab Tide

The Time of Your Life

Interview with Nasser

Kuwait: Middle East Oil Prize

The Great Challenge

Seven Against the Wall

Old Man

...rd From a Sealed-off Box

...ncoln Presents Leonard Bernstein and the New York Philharmonic

...he Coronation of Pope John XXIII

...he Nutcracker

...he Face of Red China

How television serves its public

IF YOU'RE STILL AMAZED by the American people's insatiable appetite for television, you might find the answer in the record of how it serves most of its public most of the time.

The 19,000 broadcasts presented by the television networks in a single year are 19,000 responses to the demands and needs of television's many different "publics."

ONE MEASURE of how well television serves their needs is supplied by the audience itself. Every night, for example, during the average minute, 61 million people are watching their television screens, and this number grows larger every year. Week after week they transform television into the nation's biggest theatre, concert hall, lecture platform, house of worship and source of news.

Another index of its performance can be found in the annual George Foster Peabody Awards—"the Pulitzer prizes of broadcasting." Earlier this month all of the networks were honored for their contributions to the medium in this gratifying competition in which the public reaps the richest rewards.

FOR THE THIRD CONSECUTIVE YEAR, the Peabody Committee presented what it termed its "most important" award—the one for "Public Service"—to the CBS Television Network. The award was made for a series of special CBS News programs, most of which were scheduled at night to reach the largest possible audiences.

The committee also honored the Network for Television Musical Entertainment *(Lincoln Presents Leonard Bernstein and the New York Philharmonic* . . ."has inspired a resurgence of interest in symphonic music . . .") and for Television Dramatic Entertainment *(Playhouse 90* . . . "stands alone among dramatic programs in television in aiming at the best . . .")

IT WOULD SEEM ONLY TOO CLEAR that people give more of their attention to television than to any other medium of communication simply because television gives them so much more of what they want. And because they find so much of what they want, in such even balance, at a single point on the dial, they turn their attention most often to the CBS Television Network.

CBS Television Network

CKVL-FM

The good music station

Greater Montreal's top-income families* now listen daily to

CKVL-FM

10,200 WATTS E.R.P. 96.9 MEG.

Schedule: 7 a.m. — 12 Midnight, Mon., Tues., Wed., Thurs., Sun.
7 a.m. — 1 a.m., Fri., Sat.

*over 6500 French and English families receive program schedules regularly

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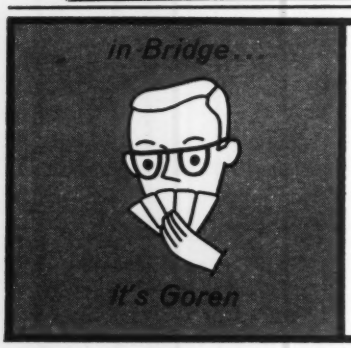

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Around millions and millions of card tables, the "we's" and the "they's" play their bridge hands according to Goren, that ace authority on the strategy of bidding what you can make and making what you've bid. Similarly, around the conference tables of broadcast advertising, the authority is **BROADCASTING YEARBOOK**, ace source of strategic information on television and radio. Each year, this comprehensive reference volume is the working partner of the broadcast media's top people. They demand accurate facts, figures, analyses such as only **BROADCASTING YEARBOOK** can give them. To lay your cards on their conference tables, be sure they see your advertising in these information-packed pages. It's opportunity — in spades — to reach over 16,000 subscribers. Publication date: August. Deadline for proofs: July 1. Final closing: July 15. Still time to play your hand—**BUT HURRY!**

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* Reg. U. S. Patent Office

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GREETINGS
to the
AWRT
8th Annual
National
Convention
from . . .

Alice Heinecke

representing

SESAC

producers of SESAC RECORDINGS

Hear the latest SESAC RECORDINGS
and audition the fast-selling
Special Series Programs during
the AWRT Convention at SESAC's

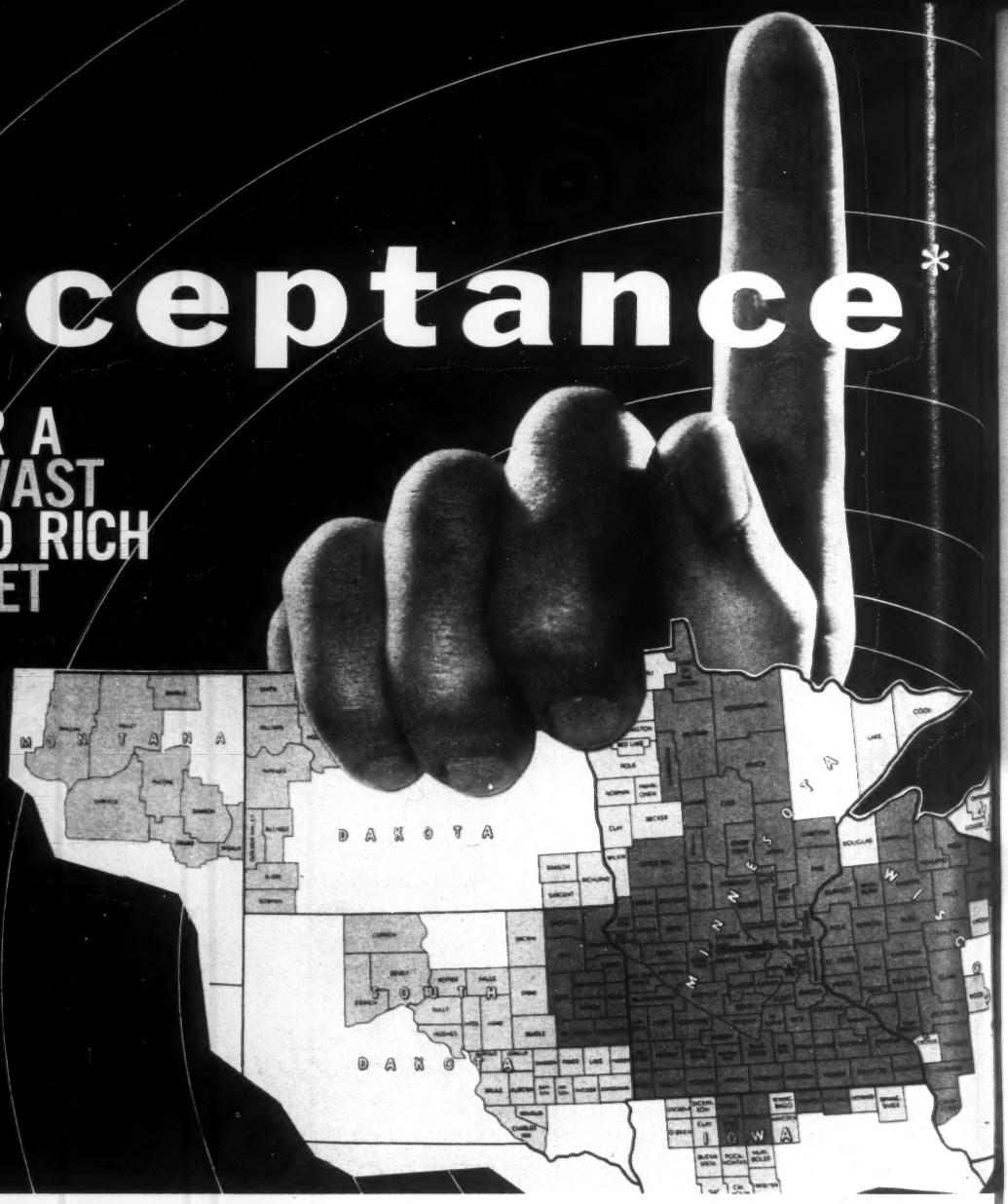
BOOTH 6 — Waldorf-Astoria — New York
April 30th — May 3rd, 1959

SESAC INC.

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

acceptance*

OVER A VAST AND RICH MARKET



WCCO Radio delivers . . .

* **More listeners** than all other Minneapolis-St. Paul stations combined!† 55.8% share of audience!
* **More acceptance** through the vitality of full-size programming that attracts and holds the audience you want to reach.
* **More market** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. Total service area covers 199 counties extending into North Dakota, Montana, and Upper Michigan.

Call or write for full facts.

**Nothing sells like acceptance . . .*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

†Nielsen Station Index, January-February, 1959 . Station Total, 6:00 AM-Midnight, 7-day week.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 27, 1959
Vol. 56 No. 17

REVOLT AGAINST THE TV CODE?

Showdown nears as many stations stick with forbidden commercials

The Television Code this week faces the toughest test of its seven-year life.

Nearly 70 tv station subscribers to the code have defied an ultimatum by the Television Code Review Board to quit carrying commercials for Preparation H, a hemorrhoid remedy.

The code board has threatened to certify violators to the NAB Television Board for disciplinary action. Only the NAB tv board has the authority to revoke a station's code membership, the stiffest penalty for code infraction. That board meets this week (Thursday, April 30) in New York.

A fortnight ago a code board spokesman reported that 15-20 subscribers had been formally certified to the NAB Television Board for action (BROADCASTING, April 20). These, he said, constituted the lot of subscribing stations which had refused to drop the Preparation H schedule.

Last week, from other sources, BROADCASTING obtained a list of 149 stations now carrying the Preparation H commercials. Seventy-five of the stations were discovered to be subscribers to the television code. Of those, seven have notified Ted Bates, the agency for Preparation H, that they are canceling the schedule. The other 68 have given no indication of cancellation.

A code board spokesman was asked last week about these 68 stations. After overnight deliberation he issued this statement: "Of the stations who are [code] subscribers and who are said to be carrying the advertising copy, 40% have cancelled the advertising and another 35% are in the process of making a decision." He refused to give specific figures.

How It Started • The Preparation H issue has been building toward a showdown for more than three years.

The product was first tested in television three and a half years ago after it had been advertised for some time on the Gabriel Heatter show on the MBS radio network. The test developed into a tv schedule.

In February 1957 the Television Code Review Board notified subscribers it regarded the commercials as objectionable.

A year later, in March 1958, the code board repeated its advice.

TED BATES' RODGERS
250 stations okay his commercials

The third—and stiffest—warning was issued early this year. Three weeks ago the code board advised the 15-20 stations which the spokesman said were still carrying the commercials that they would be certified to the tv board.

In the same three-year period, the list of stations carrying the Preparation H schedule has steadily grown. According to Dan Rodgers, senior vice president of Ted Bates and account group head on Whitehall Laboratories Division of American Home Products Corp., 57 tv stations have carried Preparation H schedules more than two years and 125 more than one year.

"Today 142 stations carry the Preparation H advertising schedules," Mr. Rodgers said last week. "An additional 108 stations have cleared the copy but have not been ordered, either because of unsatisfactory availabilities or special local market situations."

It could not be learned how many of the 108 that had cleared the copy were subscribers to the tv code.

Million Dollar Problem • Mr. Rodgers said last week that the Preparation H television spot budget was now running more than $1 million a year.

Advertising for the product has also appeared in more than 1,200 newspapers and some 300 magazines including the *Saturday Evening Post, Parents, McCalls, Cosmopolitan* and *Coronet*. Mr. Rodgers said that *Life* had approved copy for a Preparation H schedule which will soon start.

A year ago Mr. Rodgers made a personal appearance before the Television Code Review Board to plead for a reversal of its ruling on Preparation H. At that time, and since, he has asserted that the product is of high quality, that its advertising has been accepted by reputable publications, that no station carrying the commercials has ever received a complaint from a viewer, and that its acceptance among consumers has widened steadily.

Preparation H is now the third biggest selling item in the Whitehall line. Its sales are exceeded only by Anacin and Dristan, Mr. Rodgers reported.

The Disputed Spot • The basic Preparation H television commercial is a minute film. It opens with a man seated at a desk. He reaches for a book from a bookshelf behind the desk and says: "These are doctors' reports on hemorrhoids revealing a new medication that relieves pain promptly, heals injured tissue."

The camera closes in on an open book

Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to stop bleeding—without surgery.

In case after case, pain was relieved promptly. And, while gently relieving pain, actual reduction (shrinkage) took place.

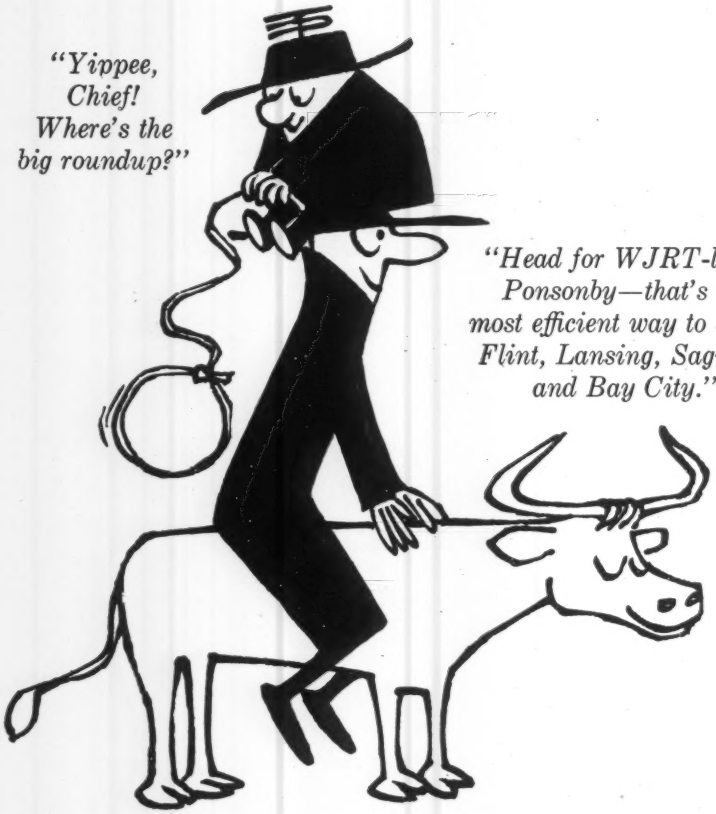
Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne®)—discovery of a world-famous research institute.

Now this new healing substance is offered in ointment form under the name of *Preparation H.*® Ask for it at all drug stores—money back guarantee. ®Trade Mark

MAGAZINE COPY
Acceptable to *Ladies Home Journal*

Another thriller-diller from WJRT—


"Yippee, Chief! Where's the big roundup?"
"Head for WJRT-land, Ponsonby—that's the most efficient way to corral Flint, Lansing, Saginaw and Bay City."

If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's *the* most efficient way to buy Michigan's *other* big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

and a chapter title: "Shrinks Hemorrhoids without Surgery." The picture shows a package of Preparation H emerging from the book as an announcer, voice over, says: "And actually shrinks hemorrhoids without surgery. It's the new medical discovery, Preparation H. . . ."

As the video cuts back to the man at the desk, he points to the book and says: "Yes, hospital tests and clinical tests now show prompt relief of pain, healing and shrinking of swollen, injured tissue." The man takes a laboratory tube from a rack and tips it, saying: "The secret? Only Preparation H contains Bio-Dyne."

The camera closes on a glistening drop of liquid clinging to the mouth of the tube with the title "Bio-Dyne" superimposed on the bottom of the screen. The announcer says: "The remarkable substance that draws the body's own healing oxygen to the painful area."

The video shows the page in the book which has various copy points in headlines, and the announcer continues: "The medical reports prove: Preparation H with Bio-Dyne relieves pain promptly . . . all without narcotics, without astringents, without surgery."

The camera returns to the man behind the desk who says: "Now hemorrhoid suffering can cease to be a problem. Remember, doctors' reports reveal this new medication shrinks hemorrhoids without surgery."

The camera shows two Preparation H Packages, one of ointment and the other suppositories. The announcer says: "Clinically tested Preparation H. suppositories or ointment."

The Official Word • Here is the full text of the only comment which a spokesman for the Television Code Review Board made last week after he and members of the board had been asked for comment by BROADCASTING:

"The decision concerning the non-acceptability of advertising on hemorrhoidal treatments by the new code review board, confirming the unanimous decision of three prior code boards, was recently made known to all stations. Over 80% of those who have replied have indicated that they have never accepted or will cease accepting such advertising. Of the stations who are subscribers and who are said to be carrying the advertising copy, 40% have cancelled the advertising and another 35% are in the process of making a decision.

"In accordance with television code procedures the cases of the remainder will be referred to the NAB Television Board of Directors for action concerning the use of the code seal by these stations. Some of these will be heard by the television board at its next meeting in New York on April 30."

WLEE

takes Richmond!

January-February '59
PULSE shows us . . .

1st

in total share of audience

6 A.M. to midnight
Monday thru Friday

and in ¼ hours

1st too in food and drug merchandising

THOMAS TINSLEY	*IRVIN G. ABELOFF*	*HARVEY HUDSON*
President	*Vice-President*	*General Manager*

Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans.
Daren F. McGavren Co. in Chicago, Boston, Detroit and on West Coast.

AD ROLE MUST BE STRENGTHENED

Need for greater public and governmental understanding of advertising's contributions to U.S. economy is cited at 4-A convention

Importance of improving public and especially governmental understanding of the role of advertising was put under a microscope last week at the American Assn. of Advertising Agencies convention, held Thursday through Saturday (April 23-25) at the Greenbrier in White Sulphur Springs, W.Va.

It was examined in detail by an agency-man-turned-congressman; it was probed by the principal banquet speaker; it was dealt with by a banker guest; and it figured in private sessions of the annual meeting, which before the week was out had attracted a record AAAA convention registration of some 700 members and guests.

Rep. Bob Wilson (R-Calif.), speaking Friday, again urged agencies to immediately form a Washington-based trade association "to speak out for advertising." Rep. Wilson, a partner in the San Diego agency of Champ, Wilson & Slocum, espoused such an association before the Advertising Federation of America last February (BROADCASTING, Feb. 16).

Government 'Octopus' • He warned that inroads are being made at all levels of government on the right of the businessman to advertise. "As men and women entrusted by clients to invest their dollars in advertising, you should be concerned about these trends," Rep. Wilson said. "They are not new, they are not partisan, but they are alive . . . and growing.

"I think it is obvious that advertising needs effective trade representation in Washington. . . . This can only be accomplished through a contributory plan whereby agencies, the media, the suppliers and the advertisers alike take on the responsibility of financing and directing."

He said advertising is losing the legislative battle because it does not inform and educate the lawmakers. "Legislators are prone to hold up a wet finger to see which way the wind is blowing," Rep. Wilson continued. "Efforts to help create favorable impressions for advertising in consumers' minds are bound to create favorable impressions for advertising in the minds of politically-acute legislators."

The adman-congressman said that such a trade association would not be classified as a lobby. Also, he said, the House Ways & Means Committee and the Treasury Dept. have stated that the association's expenses would be deductible.

Television Inquiry • Rep. Wilson saw this further disturbing sign for advertising: "A new congressional subcommittee [headed by Rep. Charles Brown (D-Mo.)] has been set up this year to inquire into television advertising ostensibly to see if small businessmen are suffering because of our network time sales practice."

The need for advertising people to get into politics and to get the true picture of their business across to both public and politicians was stressed by Arthur H. Motley, president and publisher of *Parade* magazine, in a speech prepared for the banquet Friday night. He said:

"Isn't it one of the most important things that you or I or anybody else in advertising can do in 1959 to see that the public gets a clear idea of the profession we represent—its importance, its contribution, its vital function in making our economy work? That's where more public participation comes in.

"Let's show in political life, as well as in business life, that advertising men have the courage and the brains and the vigor to stand up and show the country that there's nothing wrong with Madison Avenue, nothing wrong with Michigan Avenue, nothing wrong with the advertising agencies of Los Angeles, San Francisco, Dallas, Pittsburgh, Detroit. Let's show that the 'image' they've hung on us in a lot of half-baked novels is strictly a phoney—a phoney that covers up the real contributions of advertising."

Urging political activity, he asked: "Why aren't all of us as advertising people in there pitching to be sure that *our* ideas and *our* kind of approach are reflected in government?" He recommended that agencies take advantage of U.S. Chamber of Commerce material which he said "you can use in your own shop to show how to get started in politics."

The Financial Story • The importance of getting advertising's story across to financial leaders was stressed by William S. Renchard, executive vice president, Chemical Corn Exchange Bank of New York, in a speech prepared for the Saturday morning session. Calling advertising "the hidden asset" which too many companies fail to mention in their financial reports, he said agencies should "bring your story" to all areas of clients' operations, "including particularly the financial officers who present the company's case to their bankers."

The nation's commercial banks themselves are spending more and more on advertising, he said, pointing out that their 1959 expenditures are expected to total $143 million, up 12% from 1958 and seven times their annual advertising outlay immediately after World War II.

For new AAAA officers, see page 87.

TV COMMERCIALS: EGOISTIC

Failure to sell 'outsiders' attacked at AAAA

The trouble with television commercials—one trouble, anyway—is that too many of them are made to please the people who produce or pay for them, rather than to sell "outsiders."

This criticism was aimed by John A. Sidebotham, director of Young & Rubicam's tv art department, in a speech prepared for delivery Saturday morning at the creative session of the American Assn. of Advertising Agencies convention (see above).

"We should be concerned," he said, "with commercials aimed at customers, not copy chiefs, plan boards or even—God bless you, sirs—clients. . . . Why pay money to talk to yourself?"

Mr. Sidebotham told his agency, media and advertiser audience that "we're probably the only group in the country that fixes our snacks during the show and rushes back into the living room to catch the commercial." It's this "uncommon interest in commercials," he said, "that causes us to produce uninteresting, unbelievable commercials." Allowing them to be influenced by "too much self interest" of those who con-

FIRST ON THE
PHILADELPHIA SCENE
. . . yet known throughout the nation!

WIBG RADIO 99

FIRST PLACE WINNER

"AMERICANA" AWARD

GEORGE WASHINGTON HONOR MEDAL
FOR PATRIOTIC PROGRAMS AND CONTESTS

FIRST is not uncommon to WIBG.
Both Pulse* and Hooper* show RADIO 99 as first choice among six-million Philadelphians!

Call Jim Storer in Philadelphia or your nearest Katz man!

*Pulse and Hooper Total Rated Time Periods Sunday through Saturday (Jan.-Feb. 1959)

Storer Broadcasting Company

Storer Radio

WIBG	WWVA	WGBS	WSPD	WJW	WJBK
Philadelphia	Wheeling	Miami	Toledo	Cleveland	Detroit

WIBG
RADIO 99
STORER STATION
ON YOUR DIAL

ceive, approve, execute and pay for them results in watering down their "marvelous potential."

Commercials, he said, should "be interesting," should "attract" and "entice"; should be "specific" in "simple, agreeable terms," should be "honest" and should "be something."

Two Is a Crowd • Some of the problems of creativity were examined by Anthony C. Chevins, vice president and director of Cunningham & Walsh's creative department, also in a speech for the Saturday session.

The "only important rule" for being creative, Mr. Chevins said, is to do it alone; the greater the number of people involved, the less the productivity.

He singled out other impediments: "Too often we get so impressed by all the statistics, get so carried away by all the directions and restrictions, that we forget to add the creative touch. This can lead to a dismal display of canned cliches that follow beautifully the party line of research but fail to make a single sale."

In another Saturday address, David Ogilvy, president of Ogilvy, Benson & Mather, was scheduled to evaluate the "brains, guts and discipline" of creativity.

Earlier, in the Friday session, the agency executives and their guests heard and saw a morning-long presentation on "the revolution in rising expectations" by a panel of correspondents, editors and publishers from the Time Inc. group of publications.

A group of award-winning tv commercials, selected for the annual exhibition of art and design staged by the Art Directors Club of New York (BROADCASTING, April 6), was shown twice during the convention.

Comic Alan King was to be featured entertainer at the Friday night banquet, courtesy of CBS. AAAA members were to be guests of Television Bureau of Advertising at a cocktail party scheduled for Saturday evening.

Spadework that pays by NBC Tv Spot Sales

In less than a year, NBC Tv Spot Sales' campaign to sell the virtues of spot advertising directly to prospective clients has resulted in sales estimated at $1.9 million—on stations *not* represented by NBC Spot Sales.

For NBC Spot Sales stations, the campaign has produced approximately $2.2 million in sales to advertisers who had not previously been using spot television. NBC Spot Sales client stations have gained approximately $250,000 in renewals and extensions of these new orders.

On top of this, close to $18 million in potential new business is represented in campaigns already proposed or being prepared for submission at the request of specific advertisers.

Missionary Work • These figures were reported by NBC Spot Sales officials last week to show that their drive to sell the broad concept of spot advertising, while not unique among rep organizations, nor conducted with immediate sales as a primary objective, is paying off.

Ed Jameson, director of NBC Tv Spot Sales, and Mort Gaffin, director of new business and promotion, make up the special team doing the missionary work in the NBC organization's campaign. They estimate they have traveled more than 20,000 miles and made presentations in 13 cities since the project was launched just last summer.

With the assistance of NBC Spot Sales researchers, presentations have been tailor-made for the automotive, transportation, drug, food, insurance and other trades. Upcoming shortly are presentations in San Francisco and Los Angeles to executives in the cannery, food packing, fruit growing, oil, metals, chemicals and wine industries. After that: soft goods.

Spot as a Medium • Objective of the campaign is to sell spot advertising generally, rather than NBC Spot Sales specifically, to advertisers that use this medium little or not at all. The Jameson-Gaffin team pitches directly to top executives of advertiser companies, rather than to their agencies (although the agencies are kept posted). If the advertisers then ask NBC Spot Sales to recommend a campaign, that organization is happy to comply.

The overall missionary program is coordinated with the regular activity of the NBC Spot Sales organization, under the supervision of Director Dick Close.

Thus far, officials said, they have brought approximately a dozen new advertisers into the spot television fold, and a number of others are considering specific recommendations. Among those that have become clients: Charles Pfizer & Co., Hertz Corp., Northam Warren Corp., Campbell Soup Co. and Florists' Telegraph Delivery Assn. Officials said Pfizer created a budget (for Candettes) and then had to select an agency to administer it (Paul Klemtner & Co., Newark).

Here is the dollar breakdown of results of the project, as compiled by NBC Spot Sales:

$2,200,000 in new orders on stations represented by NBC Spot Sales; $250,000 in renewals and extensions of these orders; $1,900,000 (estimated) in new business that went into other markets or to other stations in NBC Spot Sales markets; $7,400,000 is represented in tv spot schedules proposed by NBC Spot Sales and under consideration by prospective clients; $10,500,000 is involved in proposals in preparation at the request of specific prospects.

Selling the idea of spot • Edwin T. Jameson (l), director of NBC Tv Spot Sales, and Mort Gaffin, director of new business and promotion, make a presentation in their tv "institutional" campaign. With them (l to r) at offices of Northam Warren Corp. (toilet requisites), Stamford, Conn., are James E. Turck, salesman, NBC Tv Spot Sales; Richard E. Marsh, advertising manager, Northam Warren; Harold I. Seltzer, merchandising account executive, Doyle Dane Bernbach agency.

A WHBF PLUS SIGN • No. 2

Maurice Corken, assistant general manager of WHBF and WHBF-TV says:

WHBF adheres to its published rates . . . assures advertisers of equal, fair treatment

WITHOUT ASSUMING a holier-than-thou attitude WHBF desires simply to state this fact about its business policy. Fair rates are maintained for excellent coverage of the market. WHBF clients can be sure that they receive all WHBF broadcasting services at the card rate — with equal treatment to everyone.

We believe that this policy fosters sound, productive business relationships. This factor together with the usual standard criteria for measuring a station's strength is why WHBF is selected repeatedly by agencies and advertisers to promote the sales of their products to the Quad-City market. Mutual respect and integrity contribute an extra measure of satisfaction to these frequent transactions with many, many clients.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Eastern Iowa — Western Illinois • RADIO & TELEVISION

Represented by Avery-Knodel

"Things are *really* 'looking up' in WDAY-TV-land! First, our new 1206′ tower—combined with our new 100,000-watt transmitter—has met and exceeded our expectations—*has expanded our area coverage 96% . . . increased our audience 60% . . . and swelled our retail sales volume 100%!*

"Second, every edition of SRDS points out that the Fargo Area is the Number 1 Retail-Sales-per-Household Area in the entire USA. *The national average is $3,944 . . . as compared to Fargo's whopping $5,970!*

"Third, our second-to-none Promotion Department has proved, *again*, that it still has the touch . . . winning two of the top awards in the Lone Ranger 25th Anniversary Contest and the NBC Daytime Contest last year. Our Promotion Manager Roy C. Pedersen keeps up-to-date in the promotion field by being on the Broadcasters' Promotion Association's Board of Directors. And that's the good word up to this moment!"

Yours,

Tom Barnes

Tom Barnes

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

TV MAKES WHIRLEY-WHIRLER GO

Novice toymen with broadcast savvy sell 3½ million in a hurry

A soup plate on a stick became an international toy fad and not a flop because of television.

That's the reasoning of broadcasting-wise John Hyatt and Louis Westheimer, president and vice president respectively of the Whirley Corp., St. Louis, makers of the Whirley-Whirler, a plastic soup plate spun on the pointed end of a 30-inch stick.

Hitting the market in November 1958, more than 3½ millions of the Whirley-Whirler have been sold, with orders from Hawaii, South America and Europe. And tv's visual impact put the toy before the public as no other medium could.

The Whirley-Whirler was born in an airplane. Mr. Hyatt, who resigned as general sales manager of KTVI (TV) St. Louis last summer, was returning home after a job-hunting trip to New York. He read an article about the phenomenal success of the hula hoop and told himself, "This toy isn't a freak. Its success could happen again through television."

Tv Inspiration • "I got to thinking," he recalls, "about the hula hoop and what made it popular. It was circular. It had action. It requires some skill and coordination. Suddenly I remembered the jugglers and their spinning plates that I had seen a thousand times in vaudeville and on *The Ed Sullivan Show*."

After conferring with a plastics designer about a possible design, Mr. Hyatt went to his friend, Mr. Westheimer, a founder of Westheimer & Co., the fourth largest advertising agency in St. Louis.

They decided that the Whirley-Whirler was a toy that needed 100% exposure to sell. Both men knew that they could not afford the necessary store personnel to display their toy but with tv, they could "put a demonstrator of the Whirley in every living room."

As Mr. Hyatt explains, "Both Lou and I had been taking other peoples' products for 20 years and putting them over the top with radio and tv. Now we had a challenge to prove that we could do the same thing with our Whirley-Whirler."

New Trail • Toy makers have never been big users of the media and usually concentrate their advertising in the immediate period before Christmas. "However," remarks Mr. Westheimer, "we wouldn't buy the concept that tv and radio were too expensive, regardless of the season we chose for introduction of the Whirley."

The W-W campaign began in November 1958 and continued at a peak level through February 1959. In those four months, the Whirley Corp. bought $100,000 worth of spots, in conjunction with such children shows as *The Three Stooges, The Mickey Mouse Club* and *Popeye*. This amount is more than 25% of the total budget with the rest going for direct mail to toy jobbers, shops and department stores, and for print ads.

In addition the Whirley-Whirler was seen on such network shows as *Beat the Clock, Do-Re-Mi, Today*, the *Jack Paar Show, Johnny Carson* and most recently, on April 19, on ABC-TV's *You Asked For It*.

Although no radio time was bought, disc jockeys used the toy in many promotions and spread its name among teenage audiences.

Ad Bonanza • "Developed from tv and radio," says Mr. Westheimer, "unlimited product publicity resulted in national wire stories, magazine articles, features in almost every daily and coverage in neighborhood and weekly papers so extensive we didn't have time to put together a clipping book."

The Whirley Corp. estimates that in November and December it was spending $1,000 a week on tv in St. Louis alone. During the peak four-month period, Whirley spots appeared on 211 tv stations while the toy was mentioned on 244 radio stations and 14 tv network programs.

Sales hit 250,000 per week at Christmas but now have declined to "several thousand a week." The drop started in February when the first of 26 imitations hit the counters.

"They sold without tv advertising," states Mr. Hyatt, "and they died. They wanted a free ride and in the end they killed themselves and almost us because they didn't use broadcast advertising."

On the Board • What are the future

TV STUDIO PARTY
Kids give 'em a whirl

TOYMAKERS HYATT AND WESTHEIMER
Tv's visual impact puts sales in a spiral

plans of Whirley Corp.? Two new toys are on the drawing board, slated for fall introduction. "In the old days," reveals Mr. Hyatt, "you needed six months of promotion to put over a toy. Now, with tv and radio, you can reach everyone in America almost over night."

Complete secrecy will be maintained about the new toys until they are released. Tv commercials, supervised by Mr. Hyatt, will be shot under wraps and saved for the fall.

"We've proved that the hula hoop 'miracle' could happen again with the help of broadcasting. There's no reason," added Mr. Hyatt, "why, with the right product and the right media advertising, that it couldn't happen again and again and again."

ON JANUARY BOOKS

P&G takes early lead in network television

Each of the top six investors in network tv in January spent more than $1.5 million (gross time charges). Procter & Gamble weighed in for the first month of the year with over $4.3 million, while three other advertisers, American Home Products, Lever Bros. and Colgate-Palmolive were over the $2 million mark.

General Foods, No. 5 on the list, was only a hair under the $2 million level. General Motors with nearly $1.9 million in gross time expenditure came in as No. 6 on the list.

The compilations on network gross time charges in January—that month hit a high of some $52 million—showing estimated expenditures of the top 15 network advertisers by company and by brand as well as a breakdown by product classification were reported last week by the Television Bureau of Advertising. Figures were supplied by Leading National Advertisers and Broadcast Advertisers Reports.

In the product classification, the food category remained the largest, showing a near $11 million invested in network tv, or an increase of about 17% over January of a year ago.

Top brand advertiser was Whitehall's Anacin (Whitehall is a division of American Home Products) with close to $1 million in gross time charges in January. Bayuk's Phillies, Procter & Gamble's Tide detergent were second and third, both in the $600,000 level. Whitehall had two brands (Anacin and Dristan) in the top 15, as did Liggett & Myers (Chesterfield and L&M cigarettes). The other brand entries in the top 15 were "singles" for the advertisers.

Estimated Expenditures of Network Tv Advertisers By Product Classification

	January 1959	January 1958
Agriculture & Farming	$ 154,340	$ 13,066
Apparel, Footwear & Accessories	115,323	194,924
Automotive, Automotive Accessories & Equipment	3,883,707	5,241,964
Beer, Wine & Liquor	499,713	607,232
Building Materials, Equipment & Fixtures	170,835	44,941
Confectionery & Soft Drinks	1,232,794	931,115
Consumer Services	445,674	382,525
Food & Food Products	10,831,161	9,238,918
Gasoline, Lubricants & Other Fuels	263,901	406,936
Horticulture	4,778	57,978
Household Equipment & Supplies	1,932,062	1,864,385
Household Furnishings	302,703	225,203
Industrial Materials	1,717,936	1,967,986
Insurance	688,200	708,513
Jewelry, Optical Goods & Cameras	617,285	776,511
Medicines & Proprietary Remedies	6,922,994	5,385,246
Office Equipment, Stationery & Writing Supplies	260,656	475,259
Political	—	66,174
Publishing & Media	—	231,565
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	472,055	761,693
Smoking Materials	6,764,133	5,218,988
Soaps, Cleansers & Polishes	5,453,296	5,516,210
Sporting Goods & Toys	202,343	94,260
Toiletries & Toilet Goods	8,447,063	8,396,560
Travel, Hotels & Resorts	168,346	155,328
Miscellaneous	524,881	643,255
Total	$52,076,179	$49,606,735

Estimated Expenditures of Top 15 Network Company Advertisers

January 1959

1.	Procter & Gamble	$4,363,744
2.	American Home Products	2,387,140
3.	Lever Brothers	2,292,075
4.	Colgate Palmolive	2,153,430
5.	General Foods	1,973,844
6.	General Motors	1,899,146
7.	R. J. Reynolds Tobacco	1,287,606
8.	Gillette	1,263,626
9.	Liggett & Myers Tobacco	1,240,717
10.	Pharmaceuticals Inc.	1,184,047
11.	American Tobacco	1,180,885
12.	Bristol-Myers	1,119,365
13.	General Mills	1,115,678
14.	Sterling Drug	1,111,030
15.	P. Lorillard	1,072,320

Estimated Expenditures of Top 15 Network Brand Advertisers

January 1959

1.	Anacin (Whitehall)	$991,923
2.	Phillies (Bayuk Cigars)	648,882
3.	Tide (P&G)	640,632
4.	Chevrolet Passenger Cars	622,157
5.	Ford Passenger Cars	615,200
6.	Bufferin (B-M)	613,349
7.	Viceroys (B&W)	590,517
8.	Dristan (Whitehall)	575,251
9.	L&M Filter Tips	538,051
10.	Bayer Aspirin (Sterling Drug)	503,849
11.	Colgate Dental Cream	497,879
12.	Chesterfields	474,285
13.	Salem Cigarettes (R. J. Reynolds)	459,640
14.	Geritol (Pharmaceuticals)	459,373
15.	Old Golds (Lorillard)	448,350

Jan.-Feb. network gross up over 1958

Network tv gross time charges totaled over $48.8 million in February and more than $100.9 million for January-February of this year, representing respective increases over the same periods last year of 9.5% and 7.1%.

Compilations of the network gross time costs were made by Leading National Advertisers and Broadcast Advertisers Reports, and released last week by Television Bureau of Advertising.

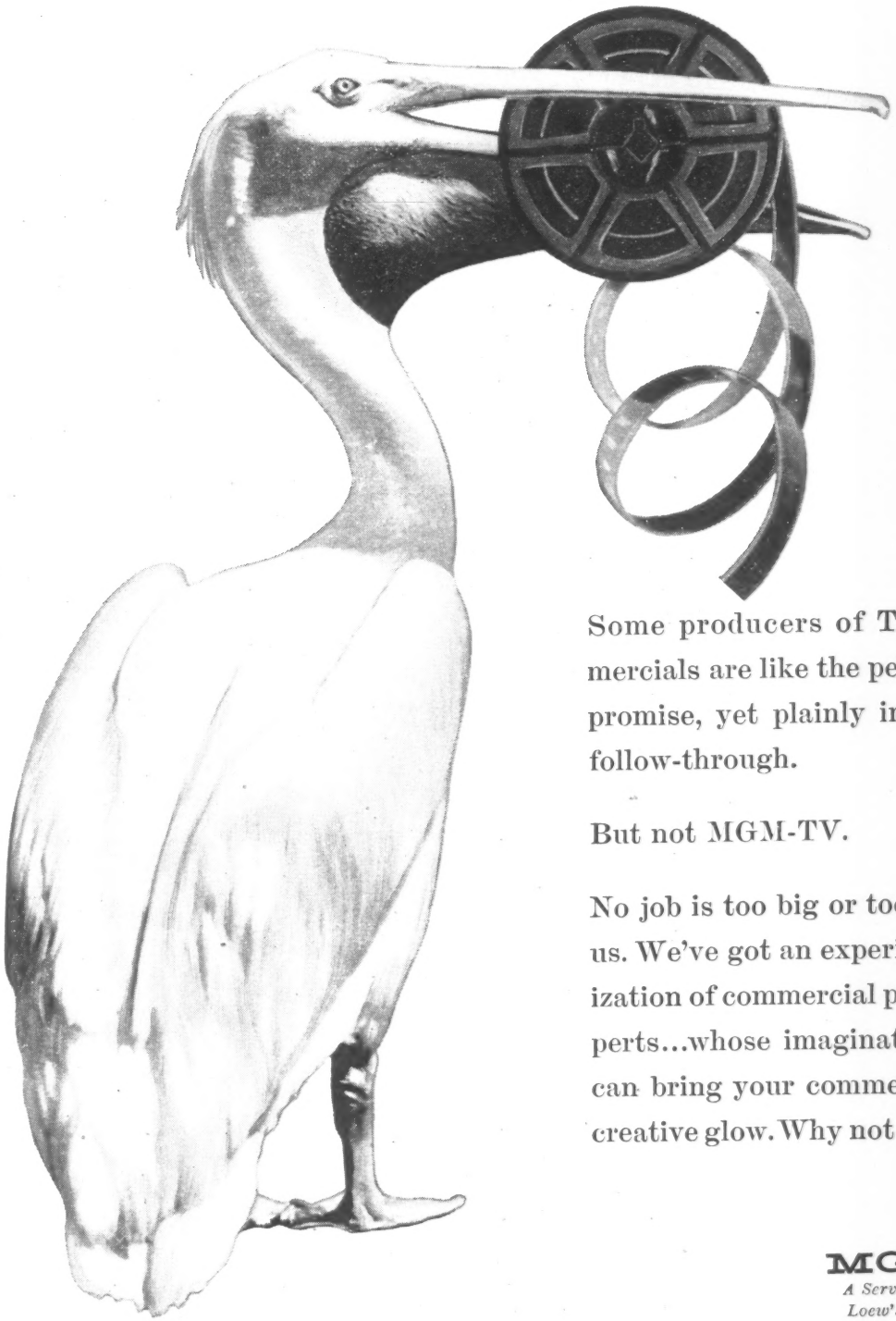
Each of the three networks showed gains: ABC-TV up 18.7% for February and 17.4% for the two months; CBS-TV increased 7.2% and 3.4% for the respective periods, and NBC-TV advanced 7.5% and 6.3%.

	FEBRUARY			JANUARY-FEBRUARY		
	1958	1959	Change	1958	1959	Change
American	$ 8,441,988	$10,024,460	+18.7	$17,610,597	$20,671,538	+17.4
Columbia	19,410,741	20,806,220	+ 7.2	41,504,756	42,935,468	+ 3.4
National	16,785,315	18,036,964	+ 7.5	35,129,426	37,336,817	+ 6.3
TOTAL	$44,638,044	$48,867,644	+ 9.5	$94,244,779	$100,943,823	+ 7.1

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,036,964	$48,867,644

"A Remarkable Bird is the Pelican.....
His Mouth Holds More Than His Bellican!"



Some producers of TV film commercials are like the pelican—big on promise, yet plainly inadequate on follow-through.

But not MGM-TV.

No job is too big or too complex for us. We've got an experienced organization of commercial production experts...whose imaginative approach can bring your commercials a fresh creative glow. Why not give us a call?

MGM-TV
A Service of Loew's Inc.

BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV, Culver City, California • SAN FRANCISCO: PR 5-1613
LOS ANGELES: Bob Fierman-TE 0-3311 • NEW YORK: Jack Bower, Phil Frank, JU 2-2000 • CHICAGO: Bob McNear, FI 6-8477

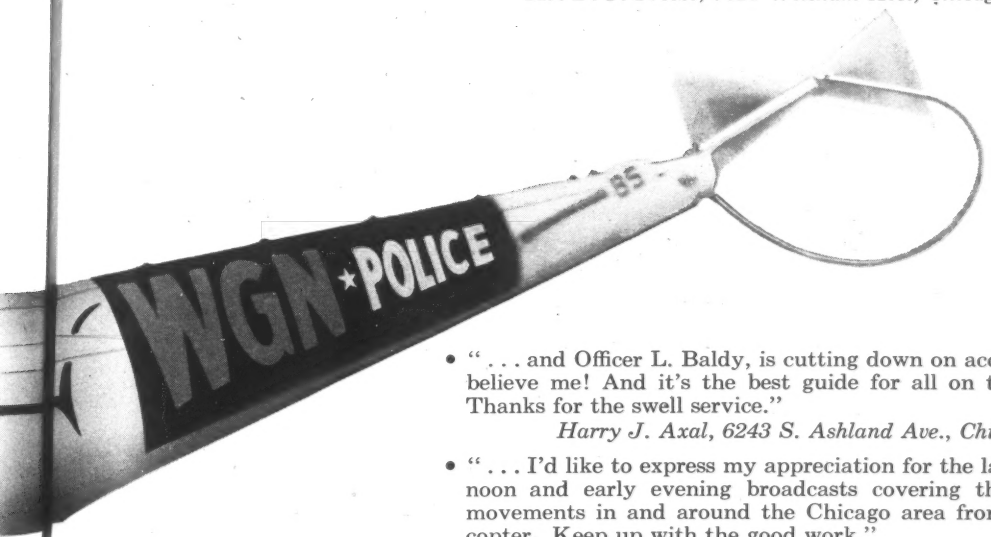
Serving all Chicagoland!

WGN-Radio's 'copter service gets flood of favorable comments!

WGN-Radio scored a Chicago "first" several months ago with evening rush hour traffic and news bulletins beamed from a helicopter by Chicago police officer Leonard Baldy.

Recently when this service was expanded to the morning hours, the flood of approving comments by phone, wire and letter proved that the program had built a sizeable audience of loyal WGN-Radio listeners.

- "Thank you for your kindly tip on traffic the other night. I saved a half an hour on the outer drive thanks to your advice."
  Mr. D. J. Freeze, 7621 Wilsham Ave., Chicago 31, Ill.



- " . . . and Officer L. Baldy, is cutting down on accidents—believe me! And it's the best guide for all on the road. Thanks for the swell service."
  Harry J. Axal, 6243 S. Ashland Ave., Chicago, Ill.
- " . . . I'd like to express my appreciation for the late afternoon and early evening broadcasts covering the traffic movements in and around the Chicago area from a helicopter. Keep up with the good work."
  Mr. Floyd N. Gatrell, 406 Morgan Blvd., Valparaiso, Ind.
- " . . . tell Officer Baldy I am most grateful for the fine service being rendered by the Chicago Police Department."
  Genevieve Austin, C. S., 16918 S. Wood St., Hazel Crest, Ill.
- " . . . the traffic reports are terrific and more cities should adopt this same technique."
  Mrs. W. F. Gruning, Jr., 3718 N. 92nd St., Milwaukee, Wis.

In providing this valuable service to the people of Chicagoland, WGN-Radio and the Chicago Police Department have the full cooperation of the Traffic Communications Center of Chicago's Department of Streets and Sanitation; the Citizens Traffic Safety Board; the National Safety Council and The Chicago Motor Club.

This type of programming is just one reason why WGN-Radio delivers loyal audiences for advertisers who want to *sell* all Chicagoland.

WGN-RADIO
THE GREATEST SOUND IN RADIO
441 North Michigan Avenue • Chicago 11, Illinois

10% SPOT RADIO SLIP—YOUNG

Rep projects for year on current sales

Based upon the current rate of business, national spot radio billing in the United States in 1959 can reach an estimated $143 million, down about 10% from the 1958 level, Adam Young, president of Adam Young Inc., New York reported last week.

Mr. Young also released the company's estimates of national spot radio billing in 1959 in multi-station markets. He stressed that these figures are not predictions but are estimates "of what the volume will be if the rate of business during the first quarter of the year continues."

In preparing the estimates, Mr. Young said, the company has noted "a marked trend toward the concentration of spot revenue in the top markets at the expense of the medium and smaller-sized markets." A spokesman for the company later said the projected decrease in spot business can be attributed in part to the concentration of billing in larger markets and to use by some advertisers of "more economical network radio buys."

Estimated 1959 Spot Radio Billing

(Base: National Total $143 Million)

Market	Dollar Volume
Akron	$ 320,000
Albany	1,110,000
Albuquerque	330,000
Allentown	230,000
Altoona	55,000
Amarillo	195,000
Asheville	70,000
Atlanta	1,360,000
Atlantic City	70,000
Augusta	130,000
Austin	195,000
Baltimore	1,500,000
Baton Rouge	150,000
Beaumont	80,000
Binghamton	160,000
Birmingham	500,000
Boston	3,930,000
Buffalo	1,490,000
Canton	265,000
Cedar Rapids	645,000
Charleston, S.C.	145,000
Charleston, W.Va.	230,000
Charlotte	700,000
Chattanooga	165,000
Chicago	9,340,000
Cincinnati	2,145,000
Cleveland	2,360,000
Columbia, S.C.	180,000
Columbus, Ga.	115,000
Columbus, Ohio	1,000,000
Corpus Christi	330,000
Dallas-Fort Worth	2,145,000
Davenport	300,000
Dayton	500,000
Denver	1,145,000
Des Moines	1,180,000
Duluth	215,000
Durham	100,000
El Paso	170,000
Erie	130,000
Evansville	150,000
Flint	230,000
Fort Wayne	460,000
Fresno	470,000
Grand Rapids	410,000
Green Bay	130,000
Greenville, S.C.	195,000
Harrisburg	265,000
Hartford	$ 1,430,000
Honolulu	370,000
Houston	1,500,000
Huntington	165,000
Indianapolis	1,400,000
Jackson, Miss.	200,000
Jacksonville	500,000
Johnstown	110,000
Kansas City	1,800,000
Knoxville	285,000
Little Rock	360,000
Los Angeles	5,830,000
Louisville	785,000
Lubbock	100,000
Macon	155,000
Madison	170,000
Manchester	105,000
Memphis	1,070,000
Miami	1,180,000
Milwaukee	1,215,000
Minneapolis-St. Paul	2,290,000
Mobile	155,000
Montgomery	195,000
Nashville	835,000
New Haven	360,000
New Orleans	1,000,000
New York	18,590,000
Norfolk	535,000
Oklahoma City	785,000
Omaha	965,000
Peoria	285,000
Philadelphia	3,990,000
Phoenix	370,000
Pittsburgh	2,430,000
Portland, Me.	215,000
Portland, Ore.	970,000
Providence	1,110,000
Pueblo	65,000
Raleigh	600,000
Reading	130,000
Richmond	760,000
Roanoke	165,000
Rochester	860,000
Sacramento	610,000
Saginaw	115,000
Salt Lake City	430,000
San Antonio	860,000
San Bernardino	145,000
San Diego	880,000
San Francisco	3,645,000
San Jose	130,000
Savannah	135,000
Scranton—Wilkes-Barre	320,000
Seattle	1,360,000
Shreveport	500,000
Sioux City	85,000
Sioux Falls	70,000
South Bend	180,000
Spokane	465,000
Springfield, Ill.	135,000
Springfield, Mass.	230,000
Springfield, Mo.	150,000
St. Joseph	135,000
St. Louis	3,290,000
Stockton	180,000
Syracuse	645,000
Tacoma	50,000
Tampa	645,000
Toledo	680,000
Topeka	380,000
Tulsa	750,000
Tucson	180,000
Utica-Rome	$ 170,000
Washington	2,715,000
Waterbury	50,000
Wheeling	415,000
Wichita	420,000
Wichita Falls	135,000
Wilmington	165,000
Winston-Salem	130,000
Worcester	470,000
York	130,000
Youngstown	445,000

Ad efficacy evaluated in ANA guidebook No. 7

A four-year, $200,000 study of advertising fundamentals was completed by the Assn. of National Advertisers last week with publication of a 418-page volume on "Evaluating Advertising Effectiveness," number seven in the ANA Advertising Management Guidebook series.

Separate chapters, buttressed by case examples, evaluate markets, motives, messages, media and overall results. Leading advertiser, agency and advertising research men contributed to the volume.

Paul B. West, ANA president, says that with the seven-volume series completed, ANA must now see to it that the guidebooks are used. He describes them as "a unique working tool for solving the daily problems that arise in advertising." A half-day session at ANA's May 20-22 meeting in Chicago will be devoted to case histories showing the benefits which advertisers can derive from putting the volumes into actual use.

Among the contributors: A. W. Harding, manager of the marketing research department of General Mills (now with C. E. Hooper Inc.), on "How General Mills Tests Its Television Commercials" (see page 47); Geoge Blechta, vice president of A.C. Nielsen Co., on "How to Match Your Television and Radio Coverage to Your Specific Market"; Paul E. J. Gerhold, media and research vice president of Foote, Cone & Belding, on (among other topics) allocating the direct advertising costs of television, radio and other media.

Other contributors, covering a wide range of subjects, include Maxwell Ule, Kenyon & Eckhardt; Dr. Wallace H.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 16-22 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thurs., April 16	Real McCoys (8:30 p.m.)	ABC-TV	17.7
Fri., April 17	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.2
Sat., April 18	Gunsmoke (10 p.m.)	CBS-TV	29.8
Sun., April 19	Dinah Shore (9 p.m.)	NBC-TV	23.2
Mon., April 20	Desilu Playhouse (10 p.m.)	CBS-TV	30.1
Tue., April 21	Rifleman (9 p.m.)	ABC-TV	27.3
Wed., April 22	Wagon Train (7:30 p.m.)	NBC-TV	24.9

Copyright 1959 American Research Bureau

To sell Indiana, you need both the 2nd and 3rd ranking markets.

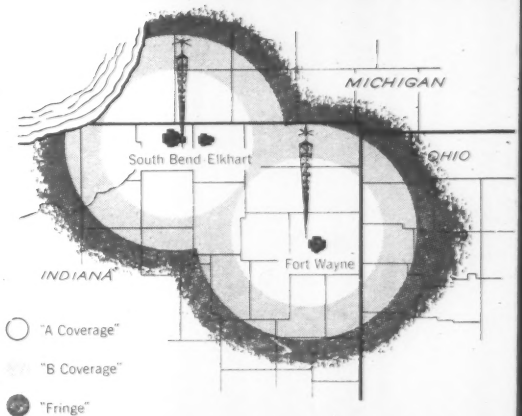
NOW ONE BUY

delivers both—

AT A 10% SAVINGS!

YOU NEED TWO LURES in Indiana!

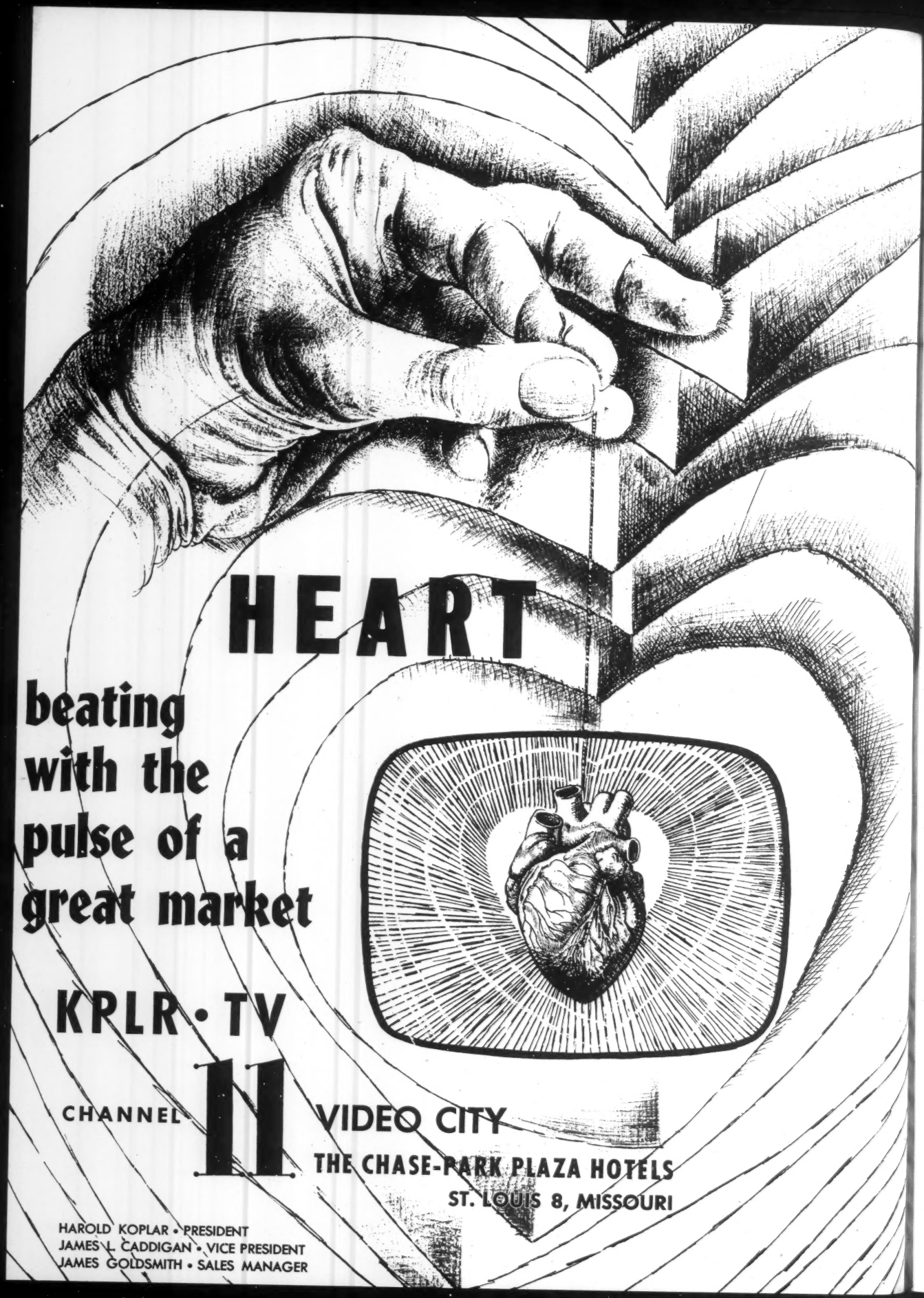
In this area of many lakes, plus countless "ol' fishing holes," alert advertisers cover *two* major markets—South Bend-Elkhart and Fort Wayne—with *one* combination buy which saves 10%! The coverage they get is from *within*—strong in its local loyalties—no longer influenced by that early-day "snow" from cities so far away. Take a close look at this rich interurbia: Over 1.6 million population—$2.8 billion Effective Buying Income. Yours, with just *one* buy!



call your **H-R** man now!

wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC


HEART
beating
with the
pulse of a
great market
KPLR • TV
CHANNEL 11
VIDEO CITY
THE CHASE-PARK PLAZA HOTELS
ST. LOUIS 8, MISSOURI
HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER

Wulfeck, William Esty Co.; Alfred Politz, Alfred Politz Research; David Ogilvy, Ogilvy, Benson & Mather; Dr. Ernest Dichter, Institute for Motivational Research; Dr. E. L. Deckinger, Grey Adv.; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample; Petterson Harzoni Jr., D'Arcy Adv.

The Guidebook is edited by Russell H. Colley, management consultant.

Color outsells b-w in General Mills' test

A tv commercial in color "out-sold" the black-and-white version of the same message by almost 50% in a test conducted by General Mills. This, although General Mills did not feel that color was used as effectively as it could have been in the commercial.

The instance is reported in a case history of "How General Mills Tests Its Television Commercials," in the Assn. of National Advertisers' new management guidebook on "Evaluating Advertising Effectiveness" (see page 44). It was presented by A. W. Harding, then General Mills manager of marketing research, now with C.E. Hooper Inc., at a closed workshop session conducted by ANA about a year and a half ago.

Participants in the test were interviewed first to find their preferences in cake mixes. Then they were shown the commercials. Of those who saw the black-and-white version, 12.3% switched preference to the mix shown in the commercial. Among those who watched the color commercial, 17% switched to the advertised brand. The color commercial also registered more solidly, producing higher recall of sales ideas (63% as against 41% for the black-and-white).

Another test compared the effectiveness of a commercial used on the *Wyatt Earp* show with one on the same theme but integrated into the *Burns & Allen Show*. The integrated version outscored the non-integrated in switching viewer preferences, 19.5% to 6.7%. But the *Earp* commercial ranked higher in getting across a number of specific sales points, leading General Mills to conclude that "we can make good use of both of these commercial approaches."

The tests were made for General Mills by Schwerin Research Corp.

Revlon planning big

Revlon Inc., New York, reported last week it is in the process of negotiating for a series of 40 hour-long television programs. The main obstacle is lack of a suitable network time.

Revlon is discussing the project with the William Morris Agency and with ABC-TV and NBC-TV. The series would cover ten programs starring Esther Williams; ten shows starring Marlene Dietrich; ten featuring Dick Shawn and ten written by Goodman Ace, based on his old *Big Show* variety series on radio. Revlon presently co-sponsors *The Garry Moore Show* on CBS-TV (Tues., 10-11 p.m.).

PREVIEW . . .

Bubbling over • Radio and television, selected to introduce Bubble-Up to southern California in a $125,000 six-week campaign, did the job so effectively that the available supply for the market was completely sold out in two weeks, according to apologetic signs posted by Coca-Cola Bottling Co. of Los Angeles in supermarkets throughout Los Angeles and Orange Counties, test area for the new soft drink. The radio-tv spots, prepared by Freberg Ltd. and placed by Carson/Roberts Inc., agency for the bottler, stressed the "bigger then king-size" bottle in which Bubble-Up is packaged.

'KING' FREBERG

Core of the commercials is a jingle:

"What's that bottled revelation
Bigger than king-size?
It's the new soft drink sensation
Bigger than king-size.
With a kiss of lemon and a kiss of lime,
Bubble-Up anytime."

On radio, the commercials feature the King who terms himself "official measuring standard for king-size cigarettes . . . king-size tweezers . . . roller skates . . . et cetera." "Nothing is bigger than me," the King ungrammatically boasts. He takes the announcer's statement that Bubble-Up is as a personal affront and when asked to stand up alongside a bottle he readily agrees: "All right. Now you see . . . Hmmm." When the announcer suggests that he drink some Bubble-Up to feel better, the King does, smacks his lips, "Very refreshing," pauses and adds "I'm bigger than my wife, you know." Stan Freberg plays the King in these 20- and 30-second radio spots and the agency chief in the one-minute commercials. On television, the King is a cartoon character.

The six-week introductory campaign in the two southern California counties backed up the broadcast saturation spots with four-color ads in newspapers and for two weeks included a sampling offer of a free carton of Coca-Cola with each purchase of a carton of Bubble-Up. Cost of the six-week drive was estimated at approximately $125,000.

Liquid detergents: $15 million tv client

With Adell Chemical Co.'s Lestoil far ahead of the pack, a total of five heavy-duty liquid detergents invested $14.6 million gross for tv time in 1958, a 232% increase over the previous year, according to the Television Bureau of Advertising. Lestoil's spot tv budget accounted for $12.3 million of that amount.

Second largest spender in 1958 was Lever's Handy Andy with over $740,000, followed by: Texize detergent, $645,000; P&G's Mr. Clean, $421,300; Colgate's Genie, $319,800, and Barcolene, $114,400 (The Barcolene Co., Boston).

Expanded use of spot and network tv by the three major soap companies —P&G, Colgate and Lever—has been planned for their respective detergents (BROADCASTING, April 6). This indicates that Lestoil, which pioneered the way and had the tv field to itself from 1954 until last year, can expect a greater competitive battle before achieving national distribution.

Increased spot tv on restaurant menus

Increased confidence in spot tv again was expressed last year by the nation's restaurant chains, according to Television Bureau of Advertising. Estimated expenditures for 1958 hit $359,600, the highest on record since such yearly figures became available in 1956, TvB said. The total represents a 9% increase over the 1957 mark of $331,150 and is 63% greater than the $22,000 spent in 1956.

Restaurant chains spending more

than $50,000 in spot tv in 1958 were: Frisch Big Boy Drive-Ins ($203,120), Hot Shoppes ($78,790) and Howard Johnson Restaurants ($55,270) which also spent $33,373 in network tv.

In the fourth quarter of each year TvB gathers trend information on restaurants by covering their local tv activity during a sample week in 11 large cities. For the 1958 period, TvB reveals that 57 restaurants used a total of 175 spot commercials and sponsored three programs. The figures tripled comparable 1957 information, the bureau reported.

ON THE ROAD
86% of new cars have radios—RAB

"There are more car radios now than there were radio homes a dozen years ago," and "an estimated 3,650,000 radio-equipped new cars took to the road last year." These illustrative points are included in a new brochure, "The Facts About Auto Radio," published last week by the Radio Advertising Bureau Inc., New York.

RAB's pocket-sized book, which looks like a travel guide and opens like a road map, tells in question-and-answer form the growth of auto radio and its significance to advertisers. RAB cites independent research to report that 86 out of every 100 new cars sold last year were equipped with a radio, making an estimated total today of 37.9 million radio cars. RAB also points out a prediction of a 57% gain in auto ownership during the next eight years.

Comparing auto radio's size with other media, RAB states that the radio-in-auto count comes within 14% of matching the total number of tv homes; within 11% of magazine homes, and within 3% of newspaper homes.

Commenting on the fact book, Kevin B. Sweeney, RAB president, said, " . . . No matter where people go, in or out of the house, radio catches prospects on the run—even at 60 miles an hour."

Success Stories • In another RAB presentation a new package of case histories is offered to advertisers, detailing how gasoline "private branders" use radio. In many cases, the bureau states, strong radio advertising has helped these firms to out-pump the major oil companies in their areas. The success stories are the latest compilations for RAB's series of "radio-activity" reports which are supplied to advertisers.

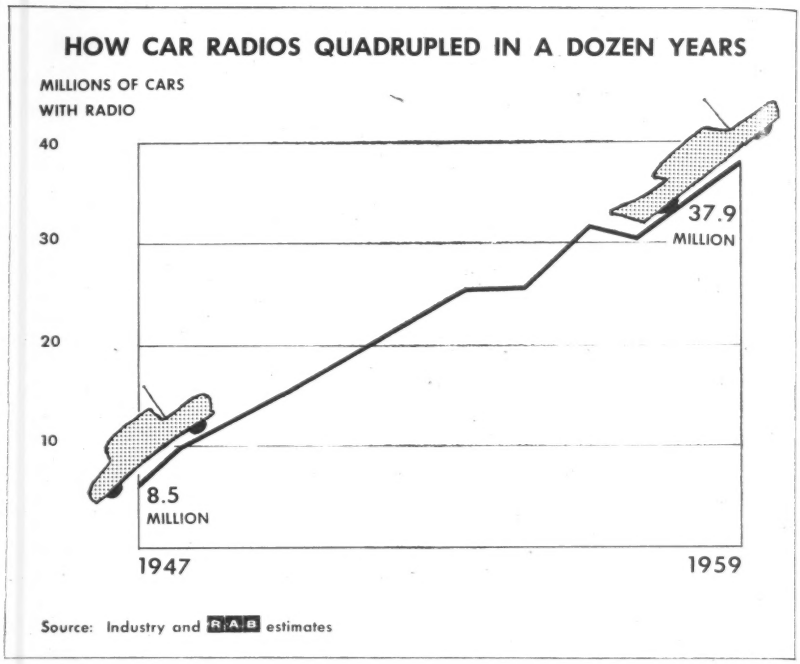
Among RAB's examples in this retailing group:

Martin Oil Co., which operates in five midwestern states, has the highest per station average sales in the Chicago market. Its formula—60% of its advertising budget in radio, with as many as 40 announcements plus newscasts on a single station in a week.

Mars Oil Co., St. Louis, for four years has put all its expenditures in radio, placing up to 140 spots, seven days per week, on a single station.

Clark Oil & Refining Corp., Milwaukee, spends 90-95% of its budget in radio sports sponsorship. Clark reports its sales have nearly doubled after four years of airing the Milwaukee Braves on a 40-station regional network.

Private branders' copy preferences include, according to RAB, both straight "hard-sell" and musical jingles, with stress placed on price and merchandising gimmicks.



Tv tape might thaw retail coolness to tv

Tv tape commercials made in local department stores were suggested as a method whereby "those diehards of American business, the local retailers," could be convinced to use more tv, by Jerome Feniger, vice president of Cunningham & Walsh, New York Friday (April 24).

In a speech entitled "Better Programming Means Better Sales," before the Ohio Assn. of Broadcasters in Cincinnati, Mr. Feniger said better programs result in better sales for "both the station and the advertiser unless the station succumbs" to the ancient temptation—greed. He cited cases of stations "triple, quadruple and quintuple spotting," where the advertiser's message "never had a chance to penetrate the consumer's skull."

In another speech, Adam Young of Adam Young Inc., New York station representative, said many stations oversimplify the station's rep's role as that of selling the station's time to national accounts. He said a modern station representative also provides program advice, helps in the proper design of rate cards, and helps the station create a salable reputation.

Mr. Young defined modern radio as "a station with a definite plan to reach a specific group with management capable and firm enough to see that the plan is carried through."

Other speakers at the two-day meeting included Ed Broman, Ziv Productions, "Syndicated Tv Film" and Sol Taishoff, editor and publisher of BROADCASTING, "Editorializing in Radio."

No 'Biography' in Equitable's future

The Equitable Life Assurance Society of the U.S., New York, will sponsor a series on CBS-TV next fall but, contrary to earlier announcements, it will not be entitled *Biography*.

CBS-TV's Hubbell Robinson Jr., executive vice president, network programs, and Jack Simpson, vice president and national director of broadcasting at Foote, Cone & Belding (Equitable's agency), said last week that there had been a "change in plans." The projected series will be "broader in

is for product

It's available now...52 weeks of fresh, timely, sensibly-priced first-run product that has won Coates a roomful of citations from industry, civic and educational organizations. It's a virtually endless supply of top-flight programming that proves what the industry has been hearing about videotape quality and reduced costs. It's the special, patented Coates change of pace—bold and beautiful... poignant and funny—an uncanny insight into adult taste, with no punches pulled!

PAUL COATES

is for commercial

Five fast-moving half-hours a week of powerful, commercial videotape product that's designed to fill your night with rating points.

A narcotic addict. Number 2 Russian, Mikoyan. Archie Moore. The king of the Beatniks. A mother whose baby has been kidnapped. A charter member of the Mafia. A Christmas party for blind children.

ALREADY SOLD TO WNEW, NEW YORK...AND KPIX, SAN FRANCISCO

Better get aboard. For further details: write, wire or phone Bob Breckner or Dick Woollen at...

KTTV

5746 Sunset Blvd., Hollywood 28, California
Phone: HOllywood 2-7111

Freshup Freddie Offends FBI

J. Walter Thompson's Chicago office got its Seven-Up account bottled up by the government last week—but all came out well.

A Federal Bureau of Investigation agent took exception to one of Seven-Up's "Freshup Freddie" interview type radio commercials and politely asked the agency to drop it. The spot closes with Freshup Freddie's reminder: "Thank you, Kim Schultz, and we'll be watching for your next picture, 'I was a wonderfully terrific teenager for the FBI.' "

The agent heard the spot in Kansas City and felt the satire may have held the FBI up to disdain. He called on Thompson representatives and cited the criminal code prohibiting use of the department's name or initials in any kind of advertising. Agency officials quietly agreed to pull the commercial, which was going off the air anyway at the end of April.

Ironically, the commercial was part of a packet prepared by Thompson for suggested use by local Seven-Up bottlers in perhaps 25 markets and has appeared in only a few markets as part of a limited national spot radio campaign. The client has been more active in spot tv, utilizing the same Freshup Freddie.

The action came as JWT continued to shop around for a network tv property on behalf of Seven-Up, which has dropped ABC-TV's *Zorro*. Previously, the client had been heavy in spot television.

Thompson has been conducting a promotion contest for station managers among ABC-TV affiliates, based on Freshup Freddie and built around the *Zorro* program. It closed April 10 with over 60 entries and winners are expected to be announced shortly by the agency.

scope" and the series' title changed. Details will be announced soon, they said.

Initially, Equitable was to sponsor a new series of 90-minute programs with the title of *Biography* and apparently with the format of presenting real life stories of prominent people. It was set for the Thursday night period to alternate with *Playhouse 90* next fall but suddenly the network pulled it from that period (BROADCASTING, April 20).

Government must use not abuse advertising

Departments of federal agencies should be provided public information funds for paid advertising and some government politicians ought to stop using advertising as a "whipping boy" when they can utilize its resources for valid purposes.

So said Marion Harper Jr., president and board chairman of McCann-Erickson, New York, in a luncheon talk before the Chicago Federated Adv. Club at the Morrison Hotel April 17. His speech followed the Advertising Council's annual Washington conference a fortnight ago. He devoted much of his talk to the value of ad council projects.

"Government can profitably employ the services of advertising on a scale five to ten times its use today," Mr. Harper is convinced. He argued such policy could result "in better knowledge of the audience—better measurement and appraisal of the electorate and other audience; more effective information program; in more responsible and ethical communications." Advertising can, in fact, help raise "the ethical standards of political expression" he said. and even aid in developing "a more scrupulous code in politics."

Handy Target • Too often, Mr. Harper said, "people in government with authority" use advertising as a "whipping boy—or at least until they need its help." He scored some attacks on "Madison and Michigan Ave. advertising 'hucksters' as a pretty disappointing display of the caliber of some of our government deliberations. I suppose a crack against advertising somehow establishes a politician's purity—his incorruptibility." Actually, he suggested, "people who live in glass porches should not throw stones."

Mr. Harper cited the Dept. of Commerce as an example that "great resources are being wasted because of a failure to spend a relatively small amount of money for public information." An "erosion sets in once an enterprise becomes sizable," he said, "unless communications makes its services known and appreciated." Accordingly, he suggested, such departments as Agriculture, State and, Interior should tell people what they're doing.

Meanwhile, Mr. Harper recommended, advertising should continue to "furnish its services free" to all community levels and, where other voluntary services fail to fulfill needs, "government should be prepared to pay for the balance." He also urged advertising to make known its values to responsible government people and its people to "take an active interest in the services that advertising can render government, both on a voluntary and a business basis."

Ad evolution began with U.S. Revolution

Advertising has changed since Paul Revere rode through the night to tell the New England farmers that the Redcoats were coming, NAB President Harold E. Fellows said Monday (April 20) in an address before the Hollywood Advertising Club titled, "184 Years Ago Yesterday."

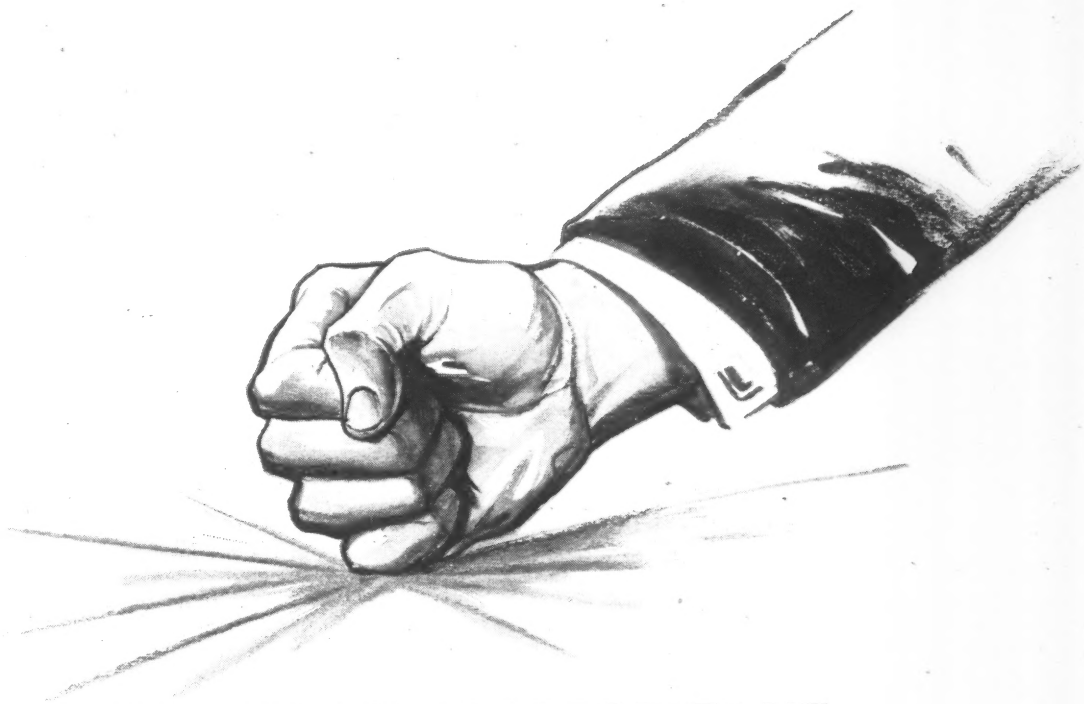
"The years have brought an evolutionary development," Mr. Fellows said. "Now the copywriter, the film maker, the producer, the illustrator, the announcer—all of these and others in related functions in the world of advertising must *know* about the products to which they lend their talents of illustration, demonstration, composition, and so forth."

• Business briefly

• Lanolin Plus (Rybutol), Chicago, is launching a three-month, $1 million advertising campaign in early May, placing the major portion of its budget in spot radio-tv in 163 markets throughout the country. A total of about 5,000 radio-tv spots will be used each week. Agency is Erwin Wasey, Ruthrauff & Ryan, N.Y. and Chicago. Lanolin Plus also announced the appointment of Gene Schoor Assoc., N.Y., to handle the entire line of company products.

• The Ford Motor Co., Dearborn, Mich., will be spending some $200,000 on local radio-tv over the next six months to promote its "American Road Shows." These traveling exhibits, to be set up for nine-day stints at approximately 50 shopping centers throughout the nation, show Ford cars, trucks and farm equipment against a background of other newly developed products for suburban and country living. Additional expenditures boosting the "Road Shows" via local media are expected to come from the shopping centers, Ford dealers and other merchants of involved products. Agency is J. Walter Thompson, N.Y.

• The General Tire & Rubber Co., Akron, Ohio, has signed as sponsor of *Top Pro Golf* (ABC-TV Mon., 9:30-10:30 p.m.) effective June 8. Placed through D'Arcy Adv. Co., the order extends to Aug. 24.



YOU'RE INSISTENT...

YOU know quality and integrity are important.

YOU know they're especially important in the handling of newscasts.

YOU know that as well as we do, so we won't belabor the point.

YOU, as a businessman, realize it makes a difference what kind of news programs you're trying to sell.

WHY SETTLE FOR LESS THAN THE BEST?

THE ASSOCIATED PRESS

A DISTAFF LOOK AT 1959 RADIO-TV

900 AWRT members to assay conditions at busy N.Y. convention

Some 900 members of the American Women in Radio & Television this week will examine "Our Changing Industry" when the group assembles at the Waldorf Astoria Hotel in New York for its eighth annual convention. Discussion topics based on this overall theme are scheduled for the Thursday through Saturday meeting (April 30-May 2). Pre - convention and post - convention meetings of the board and officers also will be held.

Many leading executives and personalities in the radio-tv industry, as well as figures in public life, have been invited to speak at AWRT's convention workshops, luncheons and dinners. Sen. John F. Kennedy (D-Mass.) will launch the convention with a talk on "The Challenge Ahead" at the opening banquet Thursday night. Nena Badenoch, AWRT president, will give the convention call to order and will introduce Sen. Kennedy.

Also during the banquet, AWRT's 1959 scholarship award winner will be presented by Dorothy Fuller, WBET Brockton, Mass., chairman of the scholarship committee.

Other headliners on AWRT's speaker roster include: Harold E. Fellows, NAB; David Miller, Young & Rubicam; Robert L. Foreman, BBDO; Howard P. Abrahams, TvB; John Day, CBS News; David Susskind, Talent Assoc.; Pauline Frederick, NBC, and Mildred Freed Alberg, producer.

From 10 to 11 p.m., Thursday, following the banquet, delegates will remain in the ballroom for their first general session. Muriel Fox, vice president for radio and tv, Carl Byoir & Assoc., New York, will moderate a group discussion on "Brainstorming for a Better AWRT."

Among the corporations that will host luncheons and receptions during the convention are: ABC, CBS, NBC, *Better Homes & Gardens Magazine, McCall's Magazine,* Celanese Corp. of America, Clairol Inc.; Millinery Institute of America, Campbell Soup Co. and The Toni Co., Arnold Bakers and General Foods Corp.

Noteworthy dates and times:

April 28—(9:30-10 p.m.) Board of directors' meeting and executive session.

April 29—(9:30-10 p.m.) Advisory council meeting; (10:30 p.m.-1 a.m.) open house welcome party.

April 30—(9-10 a.m.) Five area chapter presidents meetings; (9:30 a.m.-4:15 p.m.) tours of the city; (7-10 p.m.) opening of convention and banquet; (10-11 p.m.) general session.

May 1 — (9:45-10:15 a.m.) Opening session keynote address by Fannie Hurst, author and commentator, WNTA-TV New York; (10:15 a.m.-12 noon) general session, "Pitfalls—Legal and Public Relations Problems in Communications," featuring Harold E. Fellows, president and board chairman, NAB; David Miller, vice president and general counsel, Young & Rubicam; Carleton G. Eldridge Jr., partner in law firm of Coudert Brothers, New York; Geraldine B. Zorbaugh, vice president and general attorney, CBS Radio, and Stockton Helffrich, director of continuity acceptance, NBC; (2:30-3:30 p.m.) general session, "Selling Techniques in a Changing Society," moderated by Jayne M. Shannon, broadcast supervisor, J. Walter Thompson, New York, and speeches by Virginia Graham, tv and radio commentator; Robert L. Foreman, executive vice president, BBDO; Howard P. Abrahams, vice president, Television Bureau of Advertising; (3:30-5 p.m.) business meeting, presentation of officer candidates and drawing of door prizes.

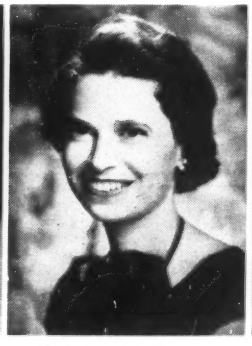
May 2—(10:30 a.m.-12 noon) Two simultaneous sessions: (1) "Technical Progress—How to Make the Most Of It," with John Day, director of CBS News, as moderator, and speeches by Fedora Bontempi, WNHC - TV New Haven, Conn.; Howard Maschmeier, general manager, WNHC-TV; Frank Marx, vice president in charge of engineering, ABC, and Alexander E. Cantwell, head of live and closed circuit operation, BBDO, New York; (2) "Program Sources—Keeping a Step Ahead," moderated by Duncan MacDonald, Yankee Network, Boston, and the following as panelists—Richard Pack, vice president in charge of programming, Westinghouse Broadcasting Co.; David Susskind, executive vice president, Talent Assoc., New York; Rege Cordic, KDKA Pittsburgh; Sunnie Jennings, WRGB-TV Schenectady, and R.J. Pressman, WRCA-TV New York; (2:30 - 4:30 p.m.) general session, "Entertainment and Enlightenment," moderated by NBC News analyst and UN correspondent Pauline Frederick, and the following participants—Mildred Freed Alberg, executive producer, *The Hallmark Hall of Fame;* John P. Cunningham, board chairman, Cunningham & Walsh, New York; Don Jones, producer, Bell science series, N.W. Ayer Inc., New York; Richard D. Heffner, director of programs, Metropolitan Education Tv Assn., New York, and Basil Thornton, executive director, The Broadcasting Foundation of America; (8-10 p.m.) *McCall's* Award Dinner.

May 3—(10:30 a.m.-12 noon) business meeting and installation of officers; (2:30-5:30 p.m.) board meeting.

WBC's Pack

Commentator Graham

BBDO's Foreman



Producer Alberg

C&W's Cunningham

Five of the top speakers on the crowded four-day agenda

The Case of the Brand New Half-Billion Dollars!

When WSM-TV started telecasting from the Central South's Tallest Tower (1408 feet above average terrain), over $1/2 Billion in Effective Buying Income, and better than 1/2 million people, were automatically added to the Nashville Television Market.

HERE ARE THE FACTS AND FIGURES:

The New Nashville Market	Total (New Tower)	Gain (New Tower)
Population	1,728,800	546,700
Effective Buying Income	$2,074,487,000.00	$568,875,000.00
Retail Sales	$1,519,052,000.00	$413,981,000.00

(Market Data — Sales Management)

ALL THIS AND A 40.5 SHARE TOO (FEB. '59 ARB)

If you want to garner your share of that $1/2 Billion, use WSM-TV, the station that has expanded the Nashville Market by better than one-fourth.

WSM-TV
Nashville, Tennessee
Represented by Petry

CHANNEL 4 WSM • TV

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

'TOTAL SELLING' ANPA sales campaign to take swipes at tv

The Bureau of Advertising of the American Newspaper Publishers Assn. last Wednesday (April 22) presented a full-dress display of its "Total Selling" program designed to bolster newspaper advertising, and made clear that one of the objectives is to challenge television's effectiveness as an advertising medium.

The bureau's "Total Selling" program, which has been developing for nine months, was explained in detail to more than 1,000 management executives in attendance at the annual convention of ANPA in New York. The bureau presentation took the form of oral reports by its staff executives and musical and dancing skits in which professional artists performed.

The skits, on occasions, took pot shots at television. During a songfest on "Total Selling," the singers chanted:

"Accounts may put their dough into a big tv show

But they'll switch, when we give them the pitch

On total selling."

Another skit that drew applause from the crowd involved three performers dressed as babies, who were representing television channels. They moaned that "they looked the same, sounded the same, played the same old films, westerns, shoot-'em-ups . . . and nobody knows who the sponsor is."

Charles T. Lipscomb Jr., of the bureau, was even more direct. He said several presentations had been prepared to point up the superiority of newspaper advertising over tv advertising. One is titled "20 Reasons Why Newspaper Advertising is Better Than Television" and another, a brief presentation, is designed to show that television's audience is "highly fragmentized," while the newspapers deliver a "total audience."

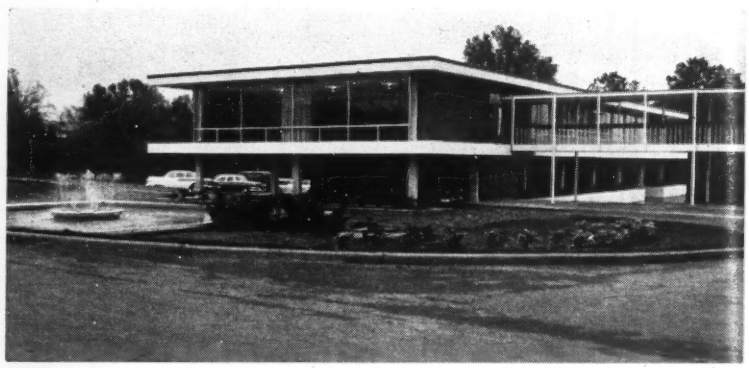
As the program unfolded, it was pointed out that "Total Selling" has five major elements: a new and expanded bureau research program; expanded coverage by the bureau of major business conventions; depth selling—selling of individual industries and individual companies by the newspaper's field forces; new sales tools for daily use by bureau member newspapers; a series of promotions, including three industry promotions in the automotive, food and appliance fields, and four season efforts—home improvement, summer sales, back-to-school and Christmas.

It was stressed that "Total Selling" is a "unified" effort by various elements of the newspaper business—the Newspaper Advertising Executives Assn., the American Assn. of Newspaper Classified Advertising Managers and the National Newspaper Promotion Assn. Bureau material will be channeled to these organizations as well as individual newspapers.

Edward A. Falasca, creative vice president of the bureau, said that since last October, the bureau has produced and issued 349,446 pieces of material to member newspapers, advertisers, agencies and others, plus 250,000 items ordered by members for use by their staff.

Mr. Falasca disclosed the first of the three industry promotions—"Live Better By Far With a Brand New Car" automotive drive from April 6-18—was conducted in 534 markets. He said that "there's not the slightest doubt from advance reports in some areas that there were some dazzling successes."

Mr. Lipscomb noted that food companies spend only about 25% of their advertising budgets in newspapers, while food stores and chains allocate 92% of their expenditures to newspapers. The "total selling" effort, he said, is enlisting the cooperation of the food retail industry in an attempt to persuade food manufacturers and processors to channel a larger portion of their advertising money into newspapers.



WRAL-TV office building • NBC-TV's affiliate in Raleigh, N.C., dedicated its $300,000 administrative building April 15. Robert W. Sarnoff, the network's board chairman, cut a ribbon of video-tape to open the 11,000-sq. ft. structure adjoining WRAL-TV's production building which was completed about a year ago. WRAL-TV serves an area of 2 million people in central and eastern North Carolina.

ANPA tells Mutual no, Defense ok's coverage

Mutual claimed a victory for broadcasters last week in their continuous battle for "freedom of access to the news" along with newspapers. Mutual's opponent: The Bureau of Advertising of the American Newspaper Publishers Assn., which initially denied, then approved, the network's request to cover Defense Secretary Neil McElroy's speech during the bureau's annual dinner in New York last Thursday.

Bureau officials had advised Mutual earlier in the week that they could not permit the broadcast because they were acting "in accordance with an agreement between the secretary's office and the bureau dinner committee." Robert F. Hurleigh, MBS vice president for news, asked Asst. Defense Secretary Murray Snyder for clarification regarding this "agreement." Mr. Snyder immediately wired ANPA that "the Department of Defense has no objection whatsoever to coverage by any media of this address." ANPA then reversed its stand and permitted Mutual to broadcast Mr. McElroy's speech.

Genii award to Dinah

Radio & Television Women of Southern California honored Dinah Shore Tuesday (April 21) with the group's Genii Award as outstanding feminine broadcast personality of the year. Jack Benny made the presentation at the Club's fifth annual awards banquet, at the Beverly Hills Hotel.

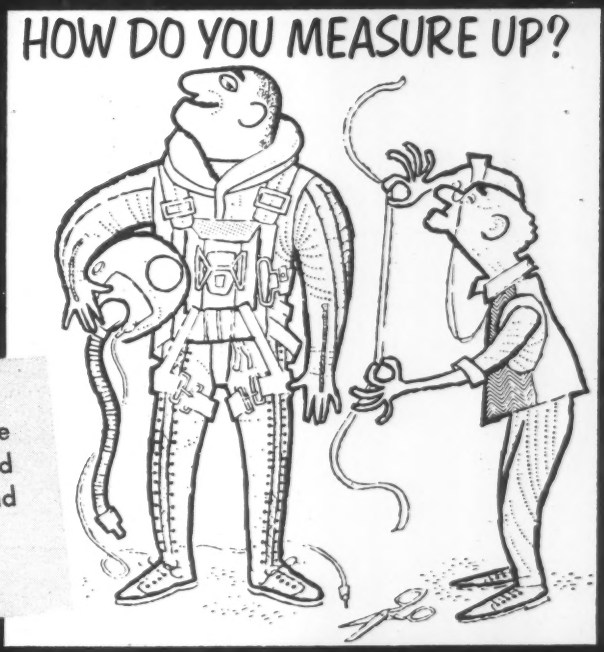
Among the other honors given was a public service award to Lenore Kingston for organization of radio amateurs to cope with disasters.

PGW makes new pitch

Peters, Griffin, Woodward, station representative, last week showed its new slide presentation for local advertising

Sound Appearance for a Top Position

"SOUND THAT REPRESENTS OUR STATION SHOULD BE OF GREATER QUALITY AND BRILLIANCE THAN ANY OTHER SOUND ON THE STATION"



These leadership stations agree and have leased the Channel Image Identification Plan since it was unveiled in March. They now have an excitingly distinctive sound personality in their markets.

WWJ-TV	Detroit	WMAL-TV	Washington	WBTW	Florence	WCPO-TV	Cincinnati
WIIC	Pittsburgh	WFBM-TV	Indianapolis	WROC-TV	Rochester	WBIR-TV	Knoxville
WGR-TV	Buffalo	WCSC-TV	Charleston	KVOR-TV	Sacramento	WLOS-TV	Asheville
WBTV	Charlotte	WTCN-TV	Minneapolis	W-TEN	Albany-Troy-Schenectady	CHCH-TV	Hamilton, Ont.
WBNS-TV	Columbus	WJXT	Jacksonville			NWS-TV	Adelaide, Australia

Rip this out and ask your Secretary to WIRE US IMMEDIATELY!

COLLECT TELEGRAM

Mr. Gerald Golden, Vice President
Modern Broadcast Sound Company, Inc.
750 Barnum Avenue
Stratford, Connecticut

Phone DRexel 8-8518

Airmail tape on **Channel Image Identification Plan.** Use Channel.....and/or **Modern Radio Sound Plan,** Station.....

Signed.....

Address.....

Dozens of quality radio stations ranging in size from WFIL, Philadelphia to WPDM, Potsdam, N. Y., have bought the modern radio sound plan.

Air assignment: Montana riot

There were more radio-tv newsmen in Deer Lodge, Mont., during the recent prison riot than there were hostages. More than 30 newsmen from 16 radio-tv stations in Montana, Washington and Oregon converged on the scene as rioting prisoners held 21 hostages inside the prison.

Within a half-hour of the riot's beginning, KANA Anaconda, Mont., closest station to Deer Lodge, was on the air with around-the-clock reports, including coverage for the *New York Daily News* and the *London* (England) *Times*.

On the riot's second day, CBS flew a team including Grant Holcomb and cameraman George Hause from Los Angeles to supplement the coverage it received from KBOW Butte and KGVO Missoula.

Network Feeds • NBC relied on KXLF-AM-TV Butte and KTVT (TV) Salt Lake City, for its coverage. KXLF-TV film was also supplied to Telenews and Movietone.

Spokane, Wash., stations on the scene included KXLY-AM-TV, KREM-AM-FM-TV and KHQ-AM-TV. During the riot, KREM fed reports to more than 20 stations throughout the U.S. and Canada. KREM's Art McDonald was one of three newsmen who entered the prison to hear grievances of the rebellious convicts on the riot's second day.

KUDI Great Falls, reports a local men's clothing shop chartered a plane and flew staff members to Deer Lodge to provide sponsored coverage.

Other stations covering the riot included KGW-TV Portland, Ore.; KGEZ Kalispell, KBMY Billings, KOOK Billings, KOPR Butte, KOYN Butte, and KBTK Missoula, all Montana.

and sales people, called "Mr. Thinkbigly Goes to Town," the sales pitch brings up to date an earlier version (introduced in 1957) called "A Local Affair."

It approaches spot tv from the viewpoint of the man who "makes the decisions" for a national advertiser, then proceeds to explain the differences between spot and network, stressing audience and coverage factors and attempts to put over the theme that spot tv is a "basic tool" for advertising. It contains filmed commercials for such sponsors as Procter & Gamble's Zest, Piel's beer, Chevron gasoline and Lipton tea products.

Tv tape coverage: 84% by fall—Meighan

About 84% of all U.S. television homes should be covered by tv-tape equipped stations by September, Howard S. Meighan, president of Videotape Productions, New York, predicted Thursday (April 23) before a Radio and Television Executives Society luncheon meeting in New York.

Reporting on the progress of videotape since its introduction in 1956, Mr. Meighan also expressed his views on future developments of the process.

Mr. Meighan said there are three relative benchmarks against which the status of tape should be checked—speed, quality and cost. "The two chief characteristics of the speed of tape," he pointed out, "are the saving of valuable man hours per net show hour and being able to get a show 'on the road' quickly." Mobile units, with video-tape recorders, will add new dimensions, he said. As to quality, Mr. Meighan forecast greater similarity between live and tape shows with the "almost sure introduction of 4½-inch cameras to replace present 3-inch standard Image Orthicons." The cost of tape is due to come down "about 50%" within the next five years, he said. "In sum," Mr. Meighan added, "better cameras, better recorders, better tape and better knowledge of the problems of use are all a part of the increasing quality of this system which has been tailormade for television, and will hasten the obsolescene of film for tv."

CBS gathers changes, issues new rate card

CBS-TV has incorporated all of its rate and discount changes, most of which have been reported previously, in a new rate card (No. 14), the first published by the network since March 1957. The new card is effective May 1. Two new changes not reported before:

(1) The discount provided in the Extended Market Plan—if all EMP stations are ordered by the advertiser—is increased from 20 to 25%.

(2) Station-hour discounts were revised, using 30 station hours as the base for minimum discount of 5%, the first such change in the weekly discount structure since 1952. The net percentage discount ranges from the 5% for less than 30 station hours to 15% for 100 or more station-hours per week.

The new card no longer breaks down the station lineup into classifications of basic required, basic options, supplementary interconnected or supplementary non-interconnected—the so-called "must buy" station lists. It incorporates such previously announced changes as new affiliates and station rate increases, reduction of weekend afternoon time rates, introduction of a Class D rate before 9 a.m. and liberalization of the annual discount policy for clients with both consecutive and alternate-week schedules.

Daylight Savings Time activates tape relays

The three television networks were prepared to meet the contingencies of Daylight Savings Time yesterday (April 26), with repeat feeds on tape permitting the large majority of stations remaining in Standard Time to carry programs in the same local time. A uniform exception to the arrangement are programs which demand live coverage, such as sports and special events telecasts.

At NBC-TV, the main exception is on the West Coast. The plan provides clock-hour release of programs in the evening schedule and a combination of two- and one-hour delay repeat for the daytime schedule. In Washington and Oregon, where stations remain on Standard Time, programs will be carried on the outlets one hour earlier because there are not sufficient facilities available to provide a one-hour delay.

At CBS-TV, the program schedule on the West Coast is this: All shows prior to 1 p.m. will be released one hour earlier, local time, than release in New York. After 1 p.m., programs will be released on a "clock time" basis. In the Pacific Northwest, programs will be carried an hour earlier.

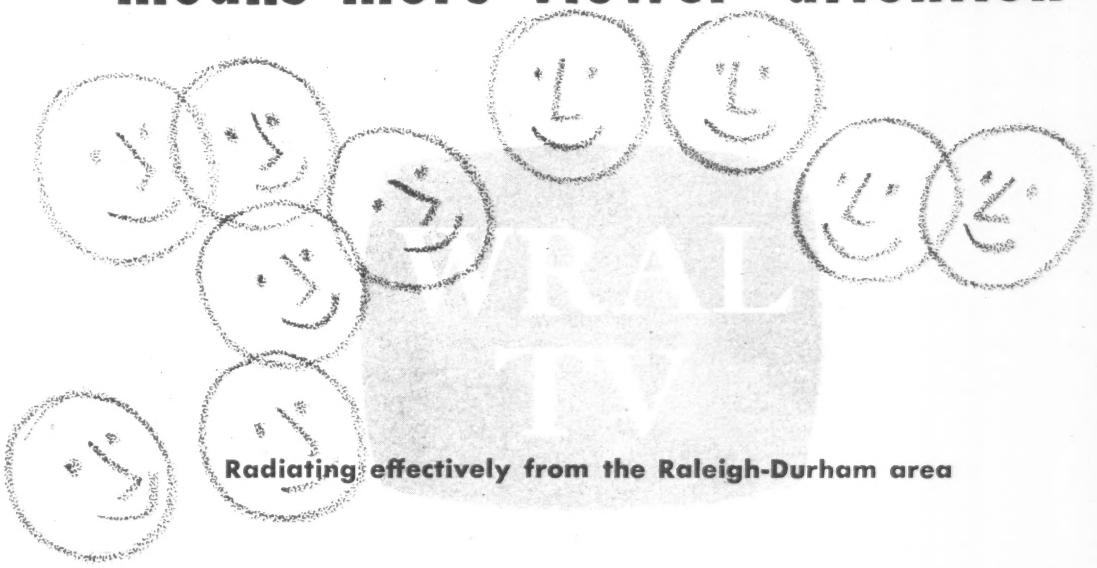
At ABC-TV, all programs will be carried in clock time except in the Mountain and Pacific Northwest states where sufficient facilities are not available. Programs there will be fed at varying times.

Tv city expansion

Television City in Hollywood will be expanded through the addition of extra floors to the existing building, Louis G. Cowan, president of CBS-TV, announced last week. The building now consists of a full first floor and partial second and third floors, he said, and it will be built into a full four-story structure. Construction will begin this sum-

Superlative Equipment

means more viewer attention



Radiating effectively from the Raleigh-Durham area

Good programming attracts viewers — good "delivery" holds them! And WRAL-TV provides its skilled staff with the finest facilities....

The station is furnished throughout with new General Electric equipment.

There are two mammoth studios, one 60 x 60 feet and another 60 x 40 feet, each with a 20-foot ceiling.

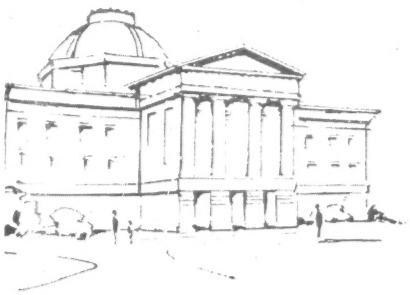
The studios are equipped with seven cameras, a rear-screen projector, and three 70-circuit lighting boards.

A $100,000 remote unit is equipped with four cameras.

North Carolina's first Ampex Videotape recorder provides money-saving advantages with "live" quality for commercials and programs.

Topnotch equipment, staff and studios help account for the unequalled rating record of WRAL-TV — tops in the Raleigh-Durham area. Here's the brightest screen for sales messages in central and eastern North Carolina.

Are you on?



THE REGIONAL STATION WITH THE REGIONAL PERSONALITY

WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than two million population

FULL POWER CHANNEL 5 NBC AND LOCAL COLOR

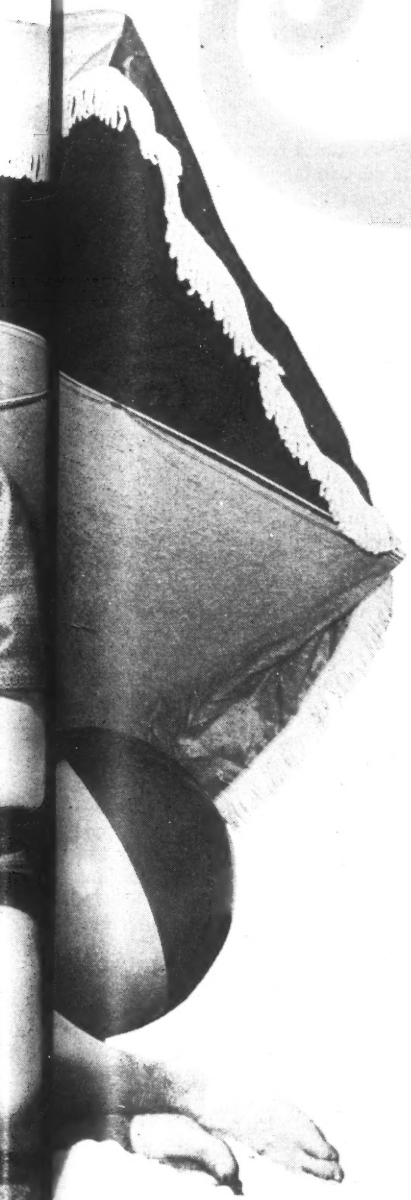
Fred Fletcher, Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

CAROLINA'S Colorful CAPITAL STATION • REPRESENTED BY H-R, INC.

spot

summer radio goes where t

re the family goes



People **do** take vacations, and Radio goes along.

That's why SPOT RADIO is so necessary in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF

SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

MAY IS NATIONAL RADIO MONTH

the perfect sales climate

KBIG provides an *atmosphere of believability*. It's a refreshing oasis from irritating pitches, frenzied music, over-crowded spots. Advertising stands out... gains the confidence of higher income listeners (Pulse). To sell a *91% adult* audience (Pulse) in 234 Southern California markets, plant your campaign on KBIG. America's leading advertisers are moving to the perfect "climate" that makes sales grow... for an average of 71% *less* cost than stations with comparable coverage.

740 kc/10,000 watts

Use Radio Catalina for all Southern California

KBIG

The *refreshing sound* of radio

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif. • Hollywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

mer and is expected to be completed within two years. The expansion will provide additional office space needed to accommodate the larger production staffs at Television City, Mr. Cowan said.

Georgians honored by AP for reporting

Georgia AP Broadcasters Assn. presented awards for outstanding newscasting in the state during 1958 at an association dinner Wednesday (April 22).

Categories and winners:

General News • Superior: WBML Macon, WGAU Athens. Excellent: WSB-AM-TV Atlanta, WKEU Griffin, WDUN Gainesville. Meritorious: WCOH Newnan.

Sports • Meritorious: WSB, WBBQ Augusta. Honorable mention: WBIA Augusta, WCOH Newnan.

Farm News • Superior: WSB. Excellent: WCOH. Honorable mention: WSAV Savannah.

Special Events • Superior: WSGA Savannah. Excellent: WBML. Honorable mention: WBBQ, WAVO Avondale Estates.

Features • Excellent: WSB-AM-TV. Meritorious: WSGA, WBBQ. Honorable mention: WDUN.

Editorial & Interpretation • Superior: WDEC Americus. Excellent: WSB-AM-TV, WGST Atlanta, WSGA. Meritorious: WBBQ, WDUN.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KOMO-TV Seattle, Wash.: Sold remaining one-third to two-thirds owner Fisher's Blend Station Inc. by Theodore R. Gamble and C. Howard Lane for $1.83 million. KOMO-TV is on ch. 4 and is affiliated with NBC-TV.

• WDAU-TV Scranton, Pa.: 75% sold to Mrs. M.E. Megargee and family for $700,000 by WCAU Inc., former licensee of WCAU-AM-FM-TV Philadelphia before it was bought by CBS last year. Megargee family, which owns WGBI-AM-FM Scranton, now owns 100% of WDAU-TV. Megargees sold 75% interest to WCAU Inc. for $650,000 in February 1956 and transaction represents repurchase of tv outlet. WDAU-TV is on ch. 22 and is affiliated with CBS-TV.

• WPIC-AM-FM Sharon, Pa.: Sold by John Fahnline Jr., A.W. McDowell and associates to Sharon Broadcasting Co. for a total sum including substantial current assets and real estate of $510,000. Sharon Broadcasting is owned equally by William H. Rich and Alastair B. Martin, owners of WMGW Meadville, Pa. Mr. Rich is a former ABC account executive. WPIC is on 790 kc, with 1 kw, day.

• KIVA (TV) Yuma, Ariz.: Sold to Electro Investors Inc. by Harry C. Butcher for the payment of $241,000 in debts. Electro Investors will be owned 25% by Mr. Butcher who will turn over promissory notes to the firm totaling $150,508. Majority owner (67%) of Electro is well-known financier Floyd B. Odlum. KIVA (TV) is on ch. 11 and is affiliated primarily with NBC-TV.

• WHYE Roanoke, Va.: Sold to Joseph Mullen and Jon A. Holiday (program director WIST Charlotte, N.C.) by Jefferson Broadcasting Corp. (Sherwood Tarlow group) for $125,000. Other Tarlow stations include: WHIL Medford, Mass., WARE Ware, Mass., WWOK Charlotte, N.C., WLOB Portland, Me., and WJBW New Orleans, La. The sale was handled by Paul H. Chapman Co. WHYE is on 910 kc with 1 kw, day.

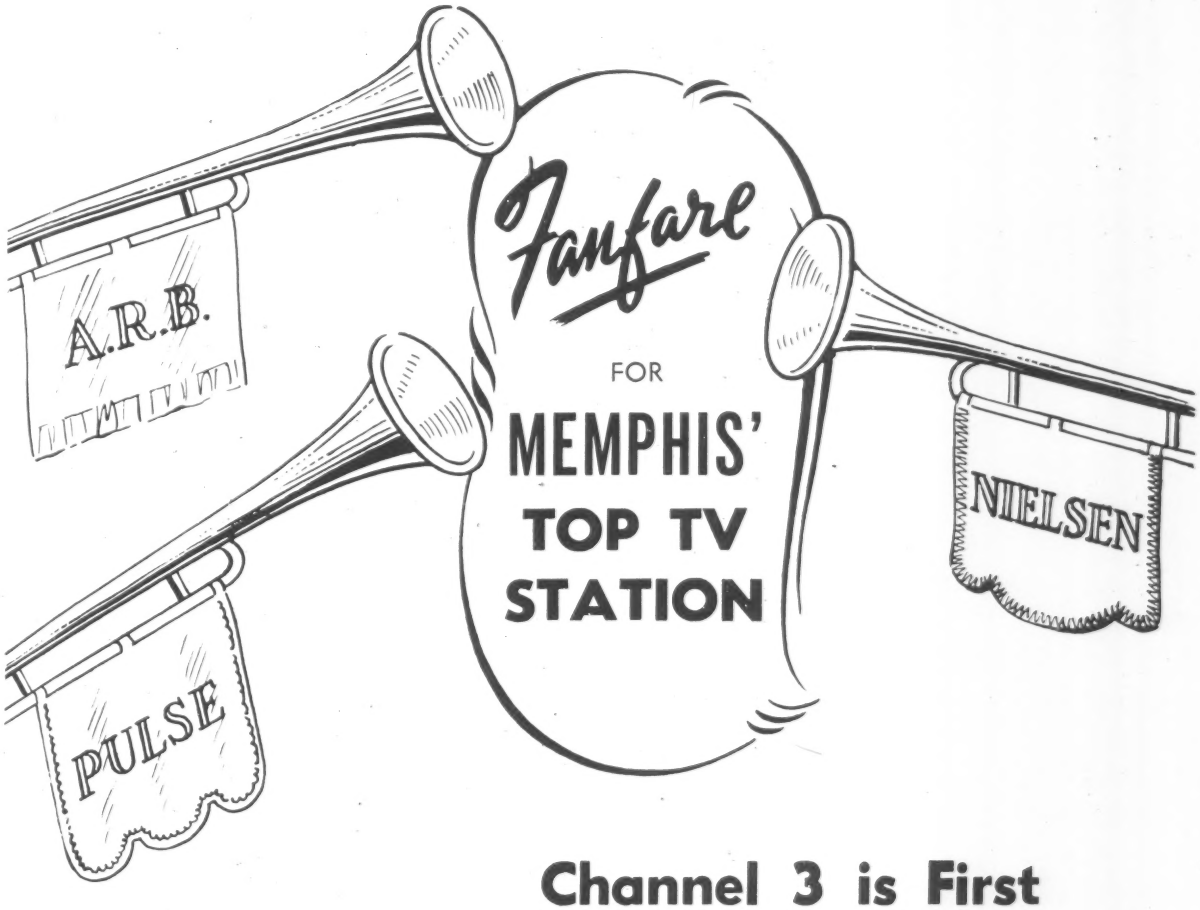
• WILI Willimantic, Conn.: Sold to Herbert C. Rice (former owner of KVNI Coeur D'Alene, Idaho) by Windham Broadcasting Co. for $107,000. The sale was handled by Paul H. Chapman Co. WILI is on 1400 kc with 250 w.

• WARN Fort Pierce, Fla.: Sold to South Jersey Broadcasting Co. (WKDN

Real reason

The West Virginia Broadcasters Assn. has scored the *Saturday Evening Post* for its half-year-old policy of accepting alcoholic beverage advertising (BROADCASTING, April 6). The West Virginia broadcasters in a resolution stated their wish that "such changing of standards had been the result of objective decision rather than retreat from financial pressure."

The resolution noted that the *Post* expects $5 million from liquor ads in 1959 and that the magazine's black-and-white page ad revenue of last year "declined by approximately $11½ million." The broadcasters went on to express "little concern" over the influence of *Post* advertising in West Virginia, where they said 45,595 homes receive the publication in comparison with 395,000 tv homes and over 500,000 radio homes "which will remain free" from liquor advertising.



No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

Channel 3 is First By All Surveys

Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12-Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Dec. 7-Jan. 10 '59 (Station Area)
WREC-TV	**223**	**251**	**259**
Sta. B.	110	109	71
Sta. C	57	19	81

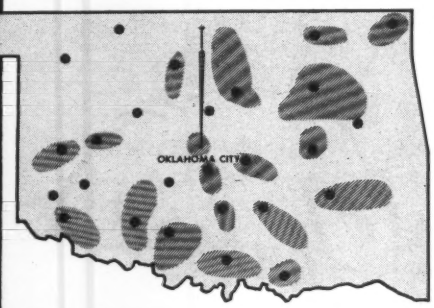
WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

News Stringers for KWTV OKLAHOMA CITY cover the KWTV Community



KWTV News Stringers cover these areas

Special assignment areas plus UPI coverage

News from every Oklahoma town and hamlet funnels into KWTV through a network of KWTV's own news stringers, plus the facilities of KWTV's own news staff and UPI. It's *Community* Coverage NEWS that makes KWTV Oklahoma's No. 1 television station!

BUY the TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

California — $325,000

Fulltime facility in one of California's most desirable large markets. Attractive physical facility. Plenty of growth in store for good operator. 29% down and extended payout.

Florida — $400,000

Profitable large market fulltimer. 29% down and easy terms on balance.

Central Midwest — $90,000

Profitable daytimer in prosperous single station market. 29% down and five year payout.

Virginia — $85,000

Profitable monopoly daytimer in small but growing market. $25,000 cash and terms on balance.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Camden, N.J., Maj. Ranulf Compton) by Hurricane Broadcasting Service Inc. (Murray Tillman) for $97,000. The sale was handled by Paul H. Chapman Co. WARN is on 1330 kc with 1 kw, day.

• WDAT Daytona Beach, Fla.: Sold by Hal King to Walter Cronkite (CBS news commentator), James Beattie (Washington, D.C., advertising executive) and John Mark (Charlotte, N.C., businessman, member of family holding major interest in WMT-AM-TV Cedar Rapids, Iowa) for $70,000. Mr. Beattie also owns interest in WPTX Lexington Park, Md. Mr. King owns WTHR Panama City, Fla.; recently sold, pending FCC approval, WTTT Arlington, Fla., and KGHI Little Rock, Ark. WDAT is 1 kw daytimer on 1590 kc. Sale handled by Blackburn & Co.

APPROVED • *The following transfer of station interests was approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 97):*

• KPOP Los Angeles, Calif.: Sold to Storer Broadcasting Co. by J. Frank Burke Sr. and others for $900,000. The sales is conditioned on the grant of the sale of WAGA-AM-FM Atlanta to Plough Inc. (BROADCASTING, April 6). Comr. Robert Bartley dissented on the KPOP grant on the multiple ownership issue. Other Storer properties include: WJW-AM-FM-TV Cleveland, Ohio, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, Ohio, WGBS-AM-FM Miami, Fla., WWVA-AM-FM Wheeling, W.Va., WIBG-AM-FM Philadelphia and WITI-TV Milwaukee. KPOP is on 1020 kc with 5 kw, limited —KDKA Pittsburgh, Pa.

• Media reports

• WSGW Saginaw-Bay City, Mich., announces its affiliation with CBS, effective May 24. WSGW is on 790 kc with 1 kw and is owned by the Booth Broadcasting Co.

• The Annenberg School of Communications, U. of Pennsylvania, is accepting applications for fellowships for its first session beginning this September. Fellowships include tuition and additional sums of $1,500 to $2,500 for a year's study leading to a Master of Arts' degree. Also being accepted are applications from "a few experienced professionals who may want to broaden their perspective through a return to academic life." These men will be eligible for Annenberg Fellowships with a maximum value of $6,500. The graduate school was founded with funds provided by Walter H. Annenberg, president of Triangle Publications. All

What people? Say, aren't sponsors people? Actually, aren't account executives and time-buyers people? Why have we always assumed that only our viewers are people? Time we stopped. Our one story is for both.

They look. *You* buy. *You* buy because *they* look, in confidence, in multitude and in wealth. We offer identical plus values to you both. A station strong in audience loyalty because of local civic interest, public service, human-type programming, complete dearth of double-talk-type announcing and triple-spotting. A rewarding setting for honest wares.

So our area people live with us nearly constantly* and our sponsor people hold with us long. Let the George P. Hollingbery people beguile you with figures that (with those facts) show America's 17th quantity market to be significantly more potent than the figures say.

*George P. has evidence-ratings, mail count, you-name-it.

WHIO-TV
CBS
channel 7 dayton, ohio

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

questions should be directed to Dr. Patrick Hazard, 201 S. 34th St., Philadelphia 4, Pa.

• WVET Rochester, N.Y., has awarded its first annual WVET $1,000 scholarship for graduate study at the Eastman School of Music, Rochester. The winner was Mrs. Patricia Selover Hanson, reports the station, who is "wife, mother, artist and student."

• The Illinois Broadcasters Assn., meeting in Peoria April 16-17, adopted a resolution declaring its "unequivocal opposition to government controls of radio and television programming and editorializing. . . ." The association urged NAB and other state broadcaster associations "to join the fight for freedom for broadcasting with active and vigorous support. . . ."

• Capital Cities Television Corp., radio-tv station ownership group has established its national headquarters office at 65 E. 55th St., New York. The company's officers are: Frank M. Smith, president; Michael Joseph. vice president in charge of radio, and Harmon L. Duncan, J. Floyd Fletcher, and Thomas S. Murphy, all vice presidents. Stations owned and operated by Capital Cities are WTEN (TV) and radio companion WROW, both Albany-Troy-Schenectady, WTVD (TV) Raleigh-Durham and WPRO-AM-TV Providence. All are CBS affiliates.

• Joe Wolhandler Assoc., public relations firm, moves its New York office to penthouse at 280 Madison Ave. New phone: Oregon 9-8386.

• Columbia Broadcasting System Foundation has contributed $100,000 to the Lincoln Center for the Performing Arts, according to Clarence Francis, chairman of the center's $75 million fund-raising campaign. Construction of the center will begin May 14. The 12-acre project in midtown New York will include facilities for Philharmonic Hall, a new Metropolitan Opera House, a repertory theatre, a theatre for the dance, a chamber music and recital hall.

• The John M. Branham and the John M. Petrie Memorial Scholarship Awards will be offered again this year, Monroe H. Long, board chairman of the Branham Co., announced last week. The college scholarships were established last year in commemoration of the company's 50th anniversary as national advertising representative and named after the company's founders. To be eligible for the two awards, applicants must be either employes or direct descendants of employes of Branham represented newspapers, radio or tv stations. Winners, chosen by a Columbia U. board, will be announced next September.

• The Metropolitan Educational Television Assn. of New York has reported that the New York State Education Dept. budget for educational tv through March 1960 has been cut to $550,000. META said the department asked for $850,000 but the state legislature approved the lower figure, which was said to be $50,000 lower than a $600,000 budget for a six-month period ending last March for programming in New York City alone.

• N. E. Paton Jr. Assoc., Kansas City, Mo., has added public relations consulting for radio stations to its services. The company has moved into larger offices in the Wirthman Bldg. where it has been since its founding three years ago.

• ABC Radio reports that its new affiliates are WBBC Flint, Mich., effective last Monday (April 20) and KBND South Bend, Ore., effective yesterday (April 26). WBBC is owned by Booth Broadcasting Co., of which John L. Booth is president and Joseph R. Fife is general manager. KBND is owned by Central Oregon Broadcasting Co., Frank H. Loggan president and general manager.

• Three George Polk Memorial Awards went to broadcast newsmen. They were Chet Huntley, commentator, and Reuven Frank, producer, NBC-TV, for the tv documentary, *Argentine Crisis* (foreign reporting category); Gabe Pressman, WRCA-TV New York, for tv reporting, and Jay McMullen, writer-producer of CBS News for a show on juvenile crime heard on CBS Radio (radio reporting category). The awards, made by the Long Island U. Dept. of Journalism were established in memory of George Polk, a CBS correspondent killed in Greece in 1948.

• Irving Gitlin, director of public affairs department of CBS News, last week was presented a Sidney Hillman Foundation award for his supervision of "Unit One," which produced documentaries for CBS Radio in 1958. Praised at the awards luncheon in New York were the programs *Who Killed Michael Farmer?* and *POW—A Study In Survival*. Mr. Gitlin's prize was a citation and $500 from the Foundation which was established in 1946 as a memorial to the late president of Amalgamated Clothing Workers of America.

• Storer Broadcasting Co. has reported net earnings after taxes for the first quarter of 1959 were $1,024,183, compared with $751,204 earned in the corresponding period of 1958. Net earnings per share amounted to 41.4 cents in the 1959 period against 30.4 cents in 1958, based on a total of 2,474,750 shares of common and Class B common stock outstanding in both years. This year's earnings include the results of operations of WITI-TV Milwaukee which was acquired last December. Other Storer stations are WGBS-AM-FM-TV Miami; WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WJW-AM-TV Cleveland, WWVA-AM-FM Wheeling, W.Va., and WIBG-AM-FM Philadelphia. The Storer purchase of KPOP Los Angeles and sale of WAGA-AM-FM Atlanta are yet to be submitted for FCC approval.

• KNXT (TV) Los Angeles has published rate card No. 10, raising the base evening hour one-time rate from $3,750 to $4,250. New rates were effective April 1.

• When WGN-AM-TV Chicago moves to new quarters in the spring of 1960, the *Chicago American* will take over its space in the WGN Building and be published by the parent Chicago Tribune Co. WGN Inc. plans to move its radio-tv properties to a location on the city's northwest side within perhaps a year, with ground expected to be broken in the next few weeks. The present WGN facilities will be expanded from four to eight floors to accommodate all departments of the *Chicago American*. Daily and Sunday editions will be printed on *Tribune* presses. The *American's* headquarters presently are located in the Hearst Building.

• Keystone Broadcasting System has extended its service to Alaska, completing affiliation agreements with four stations in the 49th state, it was announced last week. The stations are KLAM Cordova, KINY Juneau, KIBH Seward and KIFW Sitka, according to Blanche Stein, station relations director.

• WPOM Pompano Beach, Fla., commenced operation April 4. William A. Knight is general manager. Other staffers: Mike Thomas, program director; C.G. Huey, chief engineer; Hal Heller and Bob Utley, disc jockeys. WPOM's coverage extends from Fort Pierce to North Miami. The new daytimer is on 1470 kc with 5 kw.

• Rep appointment

• WHAT Philadelphia names Bob Dore Assoc., New York.

FEDERAL AX FALLS ON OPTION TIME

FCC knocks out ½-hour of networks segments, makes other trims

Television networks got the bad news last week.

The FCC issued a formal rulemaking notice proposing to change significant elements of option time (BROADCASTING, April 13).

The Commission proposed to—

• Reduce option time to two and one-half hours in each segment of the broadcast day. Present rules permit the optioning of three hours.

• Count in option time "straddle" programs which begin in option time but run over into station time, or begin in station time and run into option time. Under present rules only that part of the program in option time is counted as option time.

• Require networks to give stations 13 weeks' notice before pre-empting an option time segment—or until the end of the contract with a non-network advertiser, whichever is shorter. But in any event at least a four-week call must be given. Under the present rule, the network may capture its option time on eight weeks' notice.

• Permit affiliates to reject network programs as unsuitable for local audiences, even after the series has started, or permit affiliates to substitute a more suitable local program for a network program when a station believes it is in the best interest of its audience to do so. Under present rules, affiliates may reject a program only when offered, and also may pre-empt network time only for an "outstanding" local program.

Comments on this rule were requested by June 22, with replies up to 30 days thereafter. Comments on how this would apply to radio were requested, also.

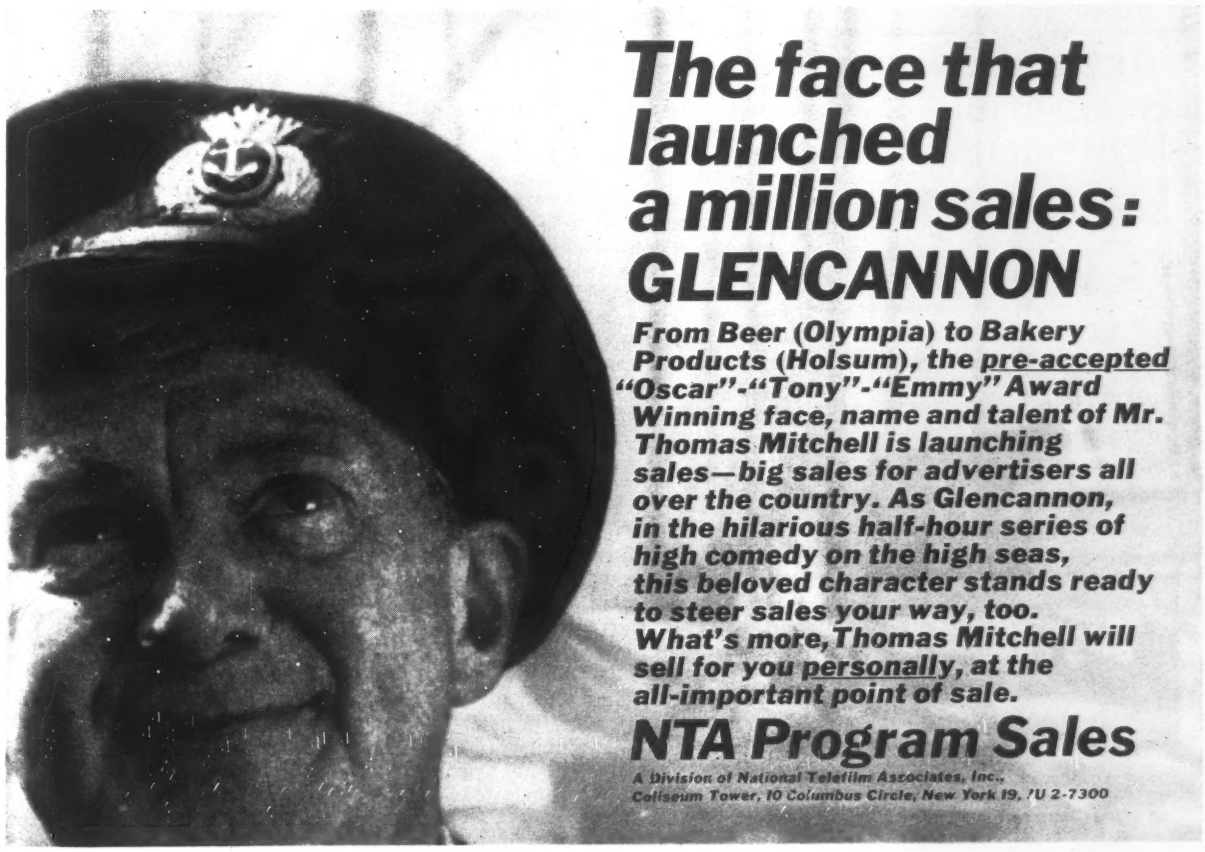
Vote is Split • The proposal had the full backing of four FCC commissioners.

Comr. Frederick W. Ford concurred in the notice, but expressed the view that the proposed rule does not entirely eliminate the legal question, although it minimizes it.

The legal question is whether option time violates the antitrust law. The Dept. of Justice maintains that it does. Last February, Justice Antitrust Chief Victor R. Hansen told the FCC that option time runs "afoul" of the Sherman Antitrust Act (BROADCASTING, March 9).

A dissent *in toto* was expressed by Comr. Rosel H. Hyde. Mr. Hyde stated that he felt the FCC should forbid option time entirely and "rely on the self-regulating force of competition." He said the proposed rule illustrates how regulation "breeds further and more complicated regulation." He said that last week's move indicated a trend toward involving the Commission more and more deeply in regulating terms and conditions under which stations make program choices.

Comr. T. A. M. Craven dissented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only to those proposals which would reduce option time by 30 minutes and construe straddling programs as entirely within option time.

The option time proposals emanate from the recommendations of the Barrow Report that option time be prohibited on the ground that it violated the antitrust laws.

This was one of the recommendations made by the Network Study Staff, headed by U. of Cincinnati Law School Dean Roscoe Barrow. A hearing on all these recommendations was held by the whole FCC in the spring of 1958. Virtually all witnesses testified to the importance of option time and the seriousness to networking if it was prohibited.

Early this year the FCC made findings on the option time question and referred them to the Justice Dept. It was to these findings that Mr. Hansen replied in February. The Commission found that option time was "reasonably necessary" to networking and that networking was in the public interest.

The purpose of deleting 30 minutes from option time, the FCC said last week, was to provide "greater latitude to stations to select among alternative program sources." It also stated that this move would provide non-network groups with an additional period of prime time. Such groups include, the Commission listed, program suppliers, station representatives, and local, regional and national advertisers.

There are four segments to the broadcast day. The first runs from 8 a.m. to 1 p.m.; the second, 1-6 p.m.; the third, 6-11 p.m., and the fourth, 11 p.m.-8 a.m.

In commenting about the proposed new straddle program regulation, the Commission noted that the new interpretation would not make it impossible for a station to carry such a program, but would require the station and the network to remove from option time the amount of run-over time.

Public Affairs Exempted • There would be an exception to this measure. Live network programs of national importance involving educational, cultural or public affairs, special events or sporting events which run over from option time to station time would not fall under the new terms, the Commission said. It emphasized, however, that this exemption would not apply to dramatic programs or entertainment variety—the length and time schedule of which were under network control.

The FCC discussed variations on the proposed 13-week rule, including the question of how to count multiple-sponsored programs. In this case, the Commission said, the suggested rule would provide that a network's option could not be exercised prior to the latest termination date of the several contracts.

In various sections of the proposed rule making notice, the Commission pointed out that none of the option time rules, or the proposals, prohibit a station from accepting a network program in or out of option time. The purpose of the option time rules, it emphasized, was to prevent a network from enforcing contractural rights without some protection to the station.

Mack trial witness parade is underway

The government said it probably won't call A. Frank Katzentine, one of three losing applicants for ch. 10 in Miami, to testify in criminal charges against former FCC Comr. Richard A. Mack and his Miami lawyer friend Thurman A. Whiteside. They are charged with conspiring in behalf of National Airlines in the FCC's February 1957 grant of ch. 10 to an NA subsidiary, Public Service Tv Inc.

Federal District Judge Burnita S. Matthews said if Mr. Katzentine is called by Justice Dept. prosecutor J. Frank Cunningham, then she will permit a defense subpoena of Sen. Estes Kefauver (D-Tenn.). Defense counsel Nicholas Chase (Mack) and Arthur Hilland (Whiteside) say they feel Sen. Kefauver's testimony would contradict that of Mr. Katzentine.

Judge Matthews denied a defense motion asking for appointment of a government-paid psychiatrist to help in questioning Mr. Katzentine. Mr. Chase, pleading indigence on Mr. Mack's part, asked that the government furnish a psychiatrist as well as pay for the services of Mr. Mack's doctor while he is undergoing trial and $25 an hour for the services of an accountant. The judge deferred action on the last two requests.

She also denied a motion by Mr. Chase that Sherman Adams, former presidential assistant, and Gerald Morgan, former presidential counsel, be subpoenaed at government expense.

Will Subpoena Two • Judge Matthews agreed to a move to subpoena Washington attorney William Porter and former White House aide Roger Robb, both of whom acted as counsel to Mr. Mack in the House Legislative Oversight subcommittee hearings.

It was agreed last week that FCC Chairman John C. Doerfer, who is under defense subpoena along with five of the other six FCC members (all but Comr. John S. Cross), could make a deposition at his office tomorrow (April 28). Chairman Doerfer is scheduled to be in Tokyo, Japan, by May 4 to discuss the possibility of a cable between the U.S. and Japan.

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FCC PROPOSAL: STUFF IN MORE V'S

• Majority report to Senate group reveals interim plan
• Would expand vhf band to 50 channels in military swap
• Alternatives: live with present set up; go whole-hog uhf

The FCC last week announced it is going to try to shoehorn more vhf stations in problem areas—by cutting down on mileage separation.

This is the majority view for the interim measure to meet head-on the five-year-old tv allocations problem.

The decision was made known last week when the Commission's statement to the Senate Commerce Committee was made public. The statement was submitted in lieu of a hearing because the Senate committee is tied up in other matters at present.

The report also held out a 50-channel expanded vhf system as the most desirable and ideal solution to tv's intermixture problem. This would depend, it was pointed out, on persuading the military services to surrender space they now occupy above ch. 13, in exchange for the uhf television portion of the radio spectrum.

Consultations between FCC and military officials are expected to get underway soon. The military already have agreed to sit down with the FCC and consider the problem.

Alternate Solutions • Failing this, the Commission said, only two possibilities are left:

• A continuance of the present 12 vhf-70 uhf system, or

• An all uhf system.

The Commission's views were opposed by Comrs. Robert T. Bartley and Robert E. Lee.

Mr. Bartley concurred in the long range viewpoint, but dissented on the interim measure.

The interim action is premature, Mr. Bartley said, and may prejudice any long range program other than an all vhf system.

If the expanded vhf system is feasible, Comr. Bartley said, the first areas which should be provided for are those without vhf service, then those with a single vhf service, etc.

If the expanded vhf system cannot be accomplished, an interim plan should mesh with a long range plan, Mr. Bartley said, and added:

". . . it may well be that a more vigorous program of deintermixture toward uhf markets is the only solution."

Mr. Lee, who as of last weekend had not written his views, takes the position, it was understood, that the ultimate allocation for all of tv is in the uhf band.

He is said to be dubious that the Commission will be able to persuade the government to relinquish vhf frequencies for tv.

Hearings Soon • In making public the FCC's presentation (BROADCASTING, March 30 et seq.), Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee, declared that hearings on the entire allocations' problem would be scheduled in the near future as soon as the committee's agenda would permit.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, said he could not comment on any of the FCC's alternatives because it all "is a matter of determining how many channels we might need." He pointed out that the whole subject of allocations is up for study by his communications subcommittee. This was a reference to the overall spectrum study which the House committee has undertaken with an initial $150,000 appropriation.

Rep. Harris said he had not rejected anything in the FCC statement. This was in answer to published reports that the Commerce chairman had "rejected" the FCC's recommendation for a 50-channel, vhf television system.

Sen. John A. Pastore (D-R.I.), chairman of the communications subcommittee of the Senate Commerce Committee, said he had had no time to study the document and therefore could not comment.

One of the salient recommendations in the FCC report was for Congressional legislation to require all tv receivers in interstate commerce to be capable of receiving all tv channels. A second suggestion was for Congress to empower the FCC to establish standards for receiving sets.

Manufacturers Will Consider • Electronics Industries Assn. Executive Vice President James D. Secrest said that the FCC's recommendations would be considered by radio-tv manufacturers at EIA's Chicago convention May 20-22. What this position would be, Mr. Secrest said, could not be foretold at this time.

Radio-tv manufacturers historically have resisted any attempt to grant the FCC the right to set standards for receivers. The most recent evidence of this was during the FCC's 1950 color tv hearings when the FCC tentatively approved the then CBS "mechanical" field sequential system if manufacturers would promise to produce receivers with "bracket standards" permitting reception of both color and black-and-white transmissions. Manufacturers virtually unanimously refused to accept this barrier to their independence.

The FCC's decision to adopt a policy of squeeze-ins of vhf channels in various tv markets through reduction in mileage separations—in order to equalize the competitive factors among the three networks—galvanized the Assn. of Maximum Service Telecasters to call a special board of directors meeting in Washington for Saturday and Sunday (April 25-26).

The special meeting was called for the purpose of discussing the FCC's statement on tv allocations, Lester W. Lindow, AMST executive director, said.

Report Presented • The 42-page FCC statement on tv allocations was submitted to the Senate Interstate and Foreign Commerce Committee Friday, April 17. Copies also were made available to the House Commerce Committee.

On Tuesday, the Senate committee made the statement public, including a statement by its chairman, Sen. Warren G. Magnuson (D-Wash.).

The document, prepared as a statement by FCC Chairman John C. Doerfer, is in three parts: (1) an introduction, (2) a discussion of various alternatives, and (3) a summary.

In his introduction, Mr. Doerfer referred to the fact that the Commission has met frequently on this subject and has had a special staff working on the problem.

This staff included Broadcast Bureau chief Harold G. Cowgill, Standard & Allocations Division chief Hart Cowperthwait, Technical Research assistant chief Arnold Skrivseth, and Broadcast engineers McIvor L. Parker and Louis R. Rein.

In commenting on the report of the Television Allocations Study Organization, Mr. Doerfer said that the data on equipment was based on current design and performance and estimates of future improvements were left for the Commission to determine.

Mr. Doerfer said that "substantial"

agreement had been reached on two general conclusions:

• That no rearrangement of the 12 vhf channels can provide a nationwide, competitive tv system.

• That deintermixture — eliminating the assignment of vhf and uhf channels to the same communities—cannot provide a long-term answer to the allocations "dilemma."

By "substantial" it was presumed Mr. Doerfer meant that five of the commissioners favored that position.

Comr. Robert T. Bartley objected to that part of the presentation which recommended interim action. He said he was afraid it would prejudge long term action.

Comr. Robert E. Lee has maintained that the proper move was to all uhf. He is preparing a statement setting forth his views.

The Alternatives • Five "alternative" policies were studied, the document stated. These were:

• A 50-channel expanded vhf system, retaining the present 12 vhf channels.

• A 50-channel vhf system, beginning at the present ch. 7.

• A 25-channel vhf system, beginning at the present ch. 7.

• The present 82-channel system continuing to use both the present 12 vhf channels and the 70 uhf channels.

• A 70-channel all uhf system.

In relating the current exploration with the military on the possible release of additional vhf frequencies for television, Mr. Doerfer declared that he was hopeful that a "definitive" answer would be given "within the next few months." He referred to the negative answer the Commission got on the same request in 1956.

This was the attempt made by former FCC Chairman George C. McConnaughey to also secure extra vhf channels from the government users. This request was turned down because of national defense requirements plus the cost of moving non-government (largely military) out of present assignments (BROADCASTING, April 16, 1956).

The FCC chairman called attention to the fact that if and when additional vhf frequencies are made available for non-government use, the Commission will have to consider the needs of non-broadcast services as well as the television users.

The overall spectrum requirements are now the subject of an FCC study, covering the 25-890 mc area. This includes the tv and fm allocations.

The Commission last week announced that public hearings would commence on this inquiry May 25. Previously the Commission had asked for and received written comments.

Mr. Doerfer called attention to the failure of the FCC's "hope for commercial success of uhf television." Since 1952, he said, almost half of the 369 uhf permits have been surrendered and 90 of the 165 uhf stations built and put into operation have ceased broadcasting. Uhf receivers account for less than 10% of total tv production, he said.

In the spring of 1958 there were only 3.2 million tv homes viewing one or more uhf stations, Mr. Doerfer pointed out. This compares with 3.7 million uhf homes in 1956, he said.

"Any allocation plan designed to meet the nation's television needs must provide opportunity for expansion. . . . The task is to shape an application plan that will foster an expanding and competitive nationwide television system. Such an allocation plan should provide adequately, within the framework of private operation, for coverage of all the people, for local community outlets, for competition particularly in the larger markets, and for educational needs."

The Commission has decided, the document pointed out, that the desir-

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Allocation shoehorn: tv's tight fit

Here is the summary statement by FCC Chairman John C. Doerfer which concluded his official presentation to the Senate Commerce Committee. In it he recapitulated the sense of his colleagues that an expanded, 50-channel vhf television system is the most desirable goal and the reasons why most of the FCC feel that an interim, vhf drop-in policy now is best for immediate and long range solutions. The text follows:

On the other hand, both of these alternatives also have substantial disadvantages. The effectuation of an 82-channel system depends on nationwide conversion, which can be achieved only by a Congressional requirement that all sets shipped in interstate commerce shall be equipped to receive both vhf and uhf channels. Such a statute would not guarantee the success of uhf, but it would remove one of the major obstacles to its success. At the same time it must be recognized that because of the range of frequencies involved between the low vhf and the high uhf, the public probably would be required to pay more for good quality receiving equipment than under an expanded vhf system.

Likewise, a majority of the Commission prefers an expanded vhf system to an all-uhf system because of the greater likelihood under a vhf system of providing adequate nationwide coverage with a smaller number of channels. The Commission cannot move television to the uhf unless and until it has strong evidence that uhf over-all can provide service equal to that in vhf without requiring major increased outlays by the public generally. Such evidence is not yet forthcoming, although as we pointed out there have been some developments which show promise.

We are hopeful that within the next few months we will know whether an expanded vhf system is a feasible eventuality. However, as we have emphasized, the implementation of this allocation solution, or of any other, will require a long transitional period.

As interim cure, some mileage reductions

Meanwhile, some interim action is clearly needed. The Commission is of the view that immediate steps must be taken to remedy the critical shortages of facilities in a number of important population centers. Characteristically, these markets have only one or two vhf stations, and little or no uhf set conversion. The only practicable short-run solution in these cases is to add vhf assignments, even if this requires less than our minimum spacing requirements. Only in this way can we obtain sufficient competitive outlets to serve the public interest.

This interim policy must be carefully circumscribed to be consistent with our long-range allocation policy. It must be focused on alleviating only the most critical shortages.

If the future allocation solution lies in an expanded vhf plan, the Commission will have the opportunity in the future to delete any short spacings which are required immediately. A similar opportunity to remove short spacings would be present if the long-range solution must be sought in a practicable 82-channel vhf-uhf system or in an all-uhf system. If, however, none of these alternatives proves feasible, and we must rely on the 12 vhf channels then the number of short separations will inevitably increase.

A limited short-range program of adding vhf assignments at the necessary spacings can probably be engineered to avoid serious deterioration in the general availability of television service. To this end television stations may have to utilize directional antennas, precision offset, and such other techniques as the Commission may require in the public interest.

Currently, the Commission is exploring the most feasible and expeditious procedures for achieving this interim approach. We expect within a short time to initiate the necessary rule making proceedings.

We are hopeful that our discussions of this matter today will not result in a flood of petitions for rule making on this subject, at least until we can complete our work on the notice of the proposal we intend to publish.

We appreciate the opportunity you have given us to explain in detail the status of our consideration of the allocation problem. We are continuing to give this matter high priority, both at the Commission and at the staff level, and we are hopeful that in the near future we can arrive at an appropriate solution in the public interest.

We have reviewed for you the advantages and disadvantages of the various alternative solutions to this most difficult problem.

A 10-year transition period in reallocation

Common to all of these allocation solutions are certain general considerations. One is the long transitional period required to effectuate an allocation change. Any solution permitting television to use effectively more than the present 12 vhf channels necessarily must involve a transition period of perhaps 10 years or longer. This time is required to enable the over 40 million vhf-only set owners to enjoy full use of their present sets before being required to purchase new receivers. In addition, a reasonable conversion period must be granted to the broadcasters and to the non-broadcast radio spectrum users that may be affected if an allocation revision is made.

A second consideration is the need for all-channel receivers. If a transition from the present television structure is to be successful, it is essential that after a given

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able number of assignments in each major television market is five stations —four commercial and one educational (CLOSED CIRCUIT, April 13.)

A major television market, it defines as one having 100,000 or more homes within the area covered by a tv station signal. This includes multiple communities, it is pointed out.

The discussion then goes into the pros and cons of each of the five alternative plans:

• A 12-vhf-channel only tv system.

The only method of substantially increasing the number of stations is to reduce spacing requirements. This will remedy current shortages in a number of markets, but cannot provide sufficient outlets to satisfy the long-run, expanding needs of tv.

One method is to cut mileage separations to 100 miles (vs. 170 miles in northeast). This permits a "large increase" in assignments, but usable signal of squeezed-in station extends only "few miles" in direction of service areas of existing stations. If existing stations are also cut, then coverage of both new and existing stations would extend only to 30-35 miles (vs. up to 70 miles in some instances).

This would result in loss of service to rural and fringe area population. "A plan which requires general reduction in station spacing may delete some or all of the program services for an indefinite period in many homes where such program services are now available," the report stated.

Room for Expansion • Chairman Doerfer said:

In test plans, this move did not contain sufficient outlets to meet criteria, falling short of providing even four sta-

date all receivers sold to the public should be equipped to receive all television channels. This is necessary to enable broadcasters on any channel assigned to television to reach the public effectively. We have learned from experience, however, that a Commission decision on allocations does not ensure necessarily the marketing and sale of all-channel receivers. Cost considerations and other factors may result in the continued production and sale of sets equipped to receive only 12 channels. This is particularly true because during the transitional period operation by present stations on existing channels is likely to continue until an ultimate cut-over point is reached.

A law to force all-channel set making

We, therefore, believe that the Congress should consider a requirement that all sets shipped in interstate commerce shall be equipped to receive all television channels in order to permit an allocations' solution. Otherwise, there is a real danger that irrespective of any Commission decision television will continue to be limited effectively to 12 channels.

Two other general factors are involved in the television allocations' problem. One is the current proceeding in Docket No. 11997, which is designed to ascertain the future requirements of all radio services using spectrum space between 25 and 890 mcs. This proceeding undoubtedly will affect our conclusions as to the appropriate division of this spectrum space between television and other services.

The other general factor which cannot be overlooked is the dynamic and ever changing character of the electronic art. Plans devised today for the proper development of television may be affected by innovations tomorrow.

A 50-channel vhf system is the aim

In discussing the specific allocation solutions, we have indicated that an expanded vhf system comprising 50 channels (including the present tv channels 2-12, or alternatively channels 7-12) would satisfy the public interest criteria insofar as television is concerned. It would permit nationwide coverage, competing stations in the major markets, local community stations in the small communities, and adequate outlets for educational need.

To obtain the additional vhf and contiguous uhf channels requires an exchange of spectrum space with the U.S. government. A cooperative study of the possibilities in this area has been started jointly by the Commission and the government (OCDM). In addition, the President has suggested the establishment of a committee to study the uses of the radio spectrum with a view to an improvement in allocations. Also, a study of spectrum usage is being initiated by the House Committee on Interstate and Foreign Commerce. We are hopeful that these studies will be of great assistance in determining the feasibility of an expanded vhf television system.

Inherent in the problem of exchanging spectrum space between the government and non-government users are the actual operational requirements of the Dept. of Defense under the emergency conditions of today. The armed services have developed radio equipment to support these operational requirements based upon the spectrum allocation decision of 1945 which assigned blocs of spectrum space between 25 and 890 mcs to government and non-government services. The Army, Navy and Air Force have invested many hundreds of millions of dollars in establishing their communications' systems in accord with this 1945 decision. It is therefore necessary to give proper consideration to the factors of cost, obsolescence of equipment, and time in which it would be feasible for the armed services to reestablish their communications' systems in another portion of the radio spectrum between 25 and 890 mcs.

Such reallocation would have very substantial international repercussions, as well. The rearrangement of spectrum space undoubtedly would involve conflicts with existing international agreements to which the United States is a party. Renegotiation of such agreements is an extremely delicate and time consuming process, particularly since it involves international defense communications.

In our current study with the government looking toward a possible exchange of spectrum space, we are seeking additional space for a total allocation of 50 channels for television. The government has indicated a cooperativeness and willingness to reconsider the allocation of the spectrum on a long-term basis. Nevertheless, in the balance which must be struck between national defense needs, other services, and television needs, we must consider realistically the possibility of obtaining less than 50 channels. An ideal or ample allocation of spectrum space to television in this area may prove to be infeasible under present world conditions. The government, for example, may be able to release to television only enough channels to meet a few of the serious deficiencies of the present system. More definitive information on this point will come from the study now in progress.

But if 50 vhfs can't be obtained . . .

Clearly, Congressional assistance will be vital in the reconsideration of the spectrum allocation as between government and non-government uses. If, nevertheless, an expanded vhf television system which is preferred by the Commission proves infeasible, there are two allocation alternatives. They are the present 82-channel vhf-uhf system or a 70 channel uhf-only system.

Both of these alternatives have certain advantages. One significant advantage is the present availability of spectrum space for these alternatives, which obviates the need for a costly and complex conversion of government communication systems.

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tions to each of the top 100 markets. It did not permit sufficient vhf assignments to replace all operating or granted uhf stations in the same communities.

This failing was also true of less extreme spacing reductions by an extensive reshuffling of existing vhf assignments.

Use of directional antennas or precision offset would permit reduction of mileage separations to 140 miles, but does not make possible needed flexibility and expansion of assignments.

• Deintermixture.

Experience with this program since it was initiated in 1956 has shown that it is ineffectual as a national allocation policy. Because of various considerations the number of possible communities which could be deintermixed is narrowed as to be almost a worthless move. Procedural delays in those instances where the FCC has ordered removal of a vhf assignment have blocked the immediate benefits expected to result from deintermixture.

Not only would some of these markets be overshadowed by vhf signals from nearby big city vhf outlets, but it is questionable whether deintermixture would stimulate the market for uhf receivers.

The area deintermixture plan—whereby a large geographical area would be unmixed—has one major drawback. This is that the plan would require the deletion of about 90 vhf stations which could not be transferred elsewhere. This would be too disruptive to be feasible as an interim measure and too inefficient to serve as a long run solution.

• 50 channel vhf continuous system,

retaining present 12 vhf channels. This allocation would run 54-72 mc (chs. 2-4), 76-88 mc (chs. 5 and 6), and 174-444 mc (chs. 7-51).

This the Commission called the "optimum or ideal" solution. "Such a system would meet the public demand for a generally satisfactory and economical service, under varying conditions," permitting the five channels to each community.

There are two critical questions: Can the necessary additional vhf spectrum space be allocated to tv, and what are the costs of such a reallocation?

The Commission referred to the demands for additional space by other services—"so critical that the Commission is currently engaged in a general allocation proceeding with respect to the spectrum space between 25-890 mc."

It also called attention to the military use of space between 216 mc and 450 mc and the equipment standardization between the U.S. and other countries. This would require, if changes are made in the domestic allocations, negotiations with other countries which might extend over a period of years. Also, it pointed out, some of the military systems operating in this band are there because of propagation characteristics. These systems would have to be moved to spectrum areas having similar propagation characteristics. Involved also is the 328.6-335.4 mc band used by aircraft for instrument landing.

Although this solution has been referred to as an all-vhf tv system, it was pointed out that actually this would be a vhf-uhf allocation. There would be 26 channels in the vhf and 24 in the uhf. The vhf portion of the spectrum runs from 30 mc to 300 mc; the uhf from 300 mc to 3,000 mc.

This means, it was pointed out that the upper channels of the 50-channel system would be more subject to shadowing, absorption, and "other undesirable effects."

Move to this kind of a 50-channel system would involve extra costs to the public. Not only would receivers probably cost more than the present 12-vhf receiver, but there is no assurance manufacturers may not continue to produce and market 12-channel vhf sets.

It is here that the FCC recommended that Congress enact legislation to require that all tv receivers shipped in interstate commerce be equipped to receive all channels assigned to television.

A reallocation along these lines would take "at least a full decade," the FCC said. It also would "involve the expenditure of large sums of money by the government for conversion of existing facilities; it would require the cooperation of other nations; it might cost the public some additional, although, now indeterminate, sums for all-channel sets; and it would require new legislation to ensure production of all-channel receivers only," the FCC declared.

• A 50-channel vhf system, beginning with present ch. 7.

This would increase the amount of space available for allocation to other services. It might also permit some economies in set design and production.

Many of the burdens involved in the 50-channel vhf system retaining chs. 2-6 are the same, and in addition a substantial burden would be placed on stations required to move to new assignments above 216 mc.

Because existing stations would undoubtedly oppose each individual move, the process "could be so time consuming and burdensome" as to defeat the solution which the plan proposed to alleviate.

To cope with this problem, the Commission said, it may recommend that Congress amend the Communications Act to authorize the FCC to change the assignment of any individual station through general rule making when an overall readjustment of station assignments is decided upon.

• A 25-channel vhf system, beginning at ch. 7.

This falls short of the flexibility and opportunities for expansion in the 50-channel plan. Using present spacing requirements, the 25-channel plan would permit five stations in the "bulk" of the top 100 tv markets.

The major shortcoming would be in the inability to meet community needs for local outlets, under the Commission criteria. But if this were reduced to a goal of four stations per community, the 25-channel plan would permit "moderate expansion."

• Maintaining the present system of 82 vhf-uhf channels.

The only way the present dual system can work is by the imposition of a statutory requirement that all sets in interstate commerce must be equipped to receive both vhf and uhf channels. This would permit uhf conversion over a period of 10 years.

By retaining the present 12 vhf channels, wide-area service could continue. The 70 uhf assignments would permit multiple stations in major markets and local stations in over 1,000 communities.

This would, however, involve the public in higher costs. The differential today between vhf-only sets and those containing uhf is about $25. In addition antenna installations are more critical and this would require probably another $25.

The requirement that tv receivers be all-channel might permit economies since full production of all-channel sets would permit cutting the price differential.

But, uhf receivers today are unsatisfactory—in both tuning and component longevity. In order to upgrade both these failings, the Commission said it might require Congressional action permitting the FCC to set standards for receivers—similar to what it now does in type-approving transmitters.

Thus, improved uhf requirements might add to the cost of an all-channel receiver—at least initially.

Even with all-channel receivers, an intermixed vhf-uhf system might not prove competitively feasible in markets with multiple vhf outlets. Uhf stations suffer propagation-wise in comparison with vhf outlets; they have shorter service ranges and greater variability in quality of service (due to uneven terrain, tall buildings, changing atmosphere and foliage conditions).

"In the final analysis, the economic prospects for uhf stations in an intermixed vhf-uhf system may depend on the general availability of inexpensive and popular programming fare as well as on the requirement of all-channel receivers," the FCC said.

• A 70-channel, all uhf system.

Major benefits from this move would be the fact that (a) no service would have to move, (b) other services would benefit from the vhf space vacated by tv, (c) there would be no international problems, (d) there would be adequate opportunity for multiple, competing stations in larger markets and sufficient assignments available to permit local outlets in other communities.

The TASO report failed to discuss equipment research and development programs because of antitrust implications, but the Commission's own staff has ascertained that some improvements in both receiving and transmitting uhf equipment have been made.

These include reducing the noise level of uhf tuners, the use of transistors, parametric amplifiers and other semiconductors. Use of these would increase the present $25 differential between a vhf-only receiver and one with uhf to $35-$40.

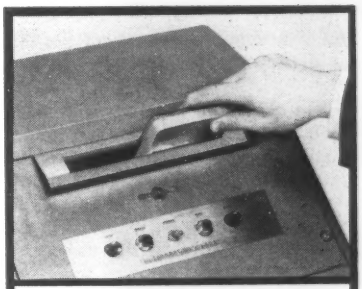
There have been no major developments in the uhf receiving antenna field.

The lack of any major breakthroughs in uhf efficiency may be laid to the lack of interest in uhf civilian use. Most of the advances have come from military usage of uhf equipment—and hence are expensive.

A method of enlarging uhf service areas is through boosting uhf power, but the limiting factor here is cost. A 250 kw uhf station costs about $200,000 (exclusive of tower, buildings, studio and studio equipment and other facilities). If power were upped to 1,000 kw, the cost would be about $280,000—and

3 easy steps to automatic continuous programming

1.



Insert cartridge into Collins Automatic Tape Control.

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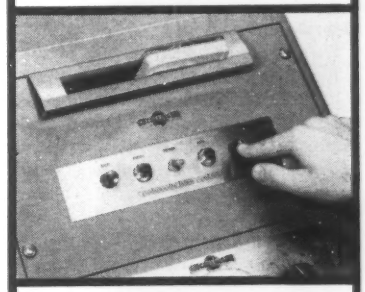

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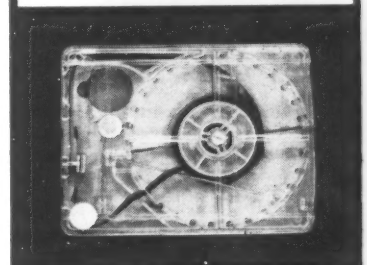

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Collins Automatic Tape Control features instantaneous, no-wow starting; automatic cueing; automatic stopping; simplified handling and tape storage. Units adaptable to remote control operation.

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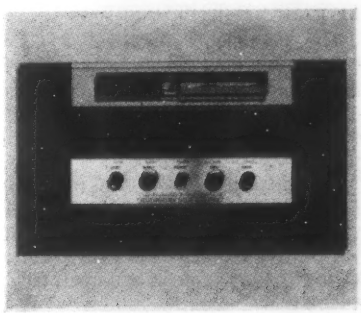
Playback only and playback/record units are available in rack mount or console models. Cartridges available with tape capacities from 40 seconds to 45 minutes.



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if this were boosted to 5,000 kw (the present maximum uhf power permitted to uhf stations), the cost rises to $740,000.

Even operating expenses rise sharply; a 250 kw station would run $25,000 annually for power and tube expenses; a 5,000 kw outlet would cost $120,000 annually.

Another method of increasing coverage would be through the use of multiple transmitters, known as a polycasting. This is "promising," but has not been field tested. It also poses certain problems respecting the availability of channels and commercial identification of stations.

There is merit also in the view that if the Commission were to order all tv to uhf, the present shortcomings of uhf equipment would be overcome—similar to the experience of other services moved upward in the spectrum.

The Commission cannot, however, initiate such a move until it has strong evidence that uhf overall can provide service "substantially equal to that in vhf without requiring major increased outlays by the average family. . ."

It cannot overlook the time lag before improvements occur, the additional cost to the public, the probable loss of national program services to the rural public, and the possibilities that some proportion of tv families now receiving service would be deprived of this service.

The Commission's document concluded with the summary, published in full on pages 70-71.

FCC requests changes in Communications Act

The FCC last week sent to Congress requested amendments to the Communications Act requiring, among other things, community antenna systems to secure a station's permission before rebroadcasting its signal (BROADCASTING, April 20). They are designed to bring catv under essentially the same procedures which regulate tv boosters as "they perform a function basically similar," the Commission said.

The FCC amendments also define catv systems to exclude master antennas in apartment buildings and services serving less than 50 subscribers and require a system to offer the signals of a local station. Text of the amendments follow:

Add a new Section 3 (hh) reading as follows: "Community antenna television systems mean any facility performing the service of receiving and amplifying the signals transmitting programs broadcast by one or more television stations and redistributing such programs, by wire, to subscribing members of the public. As used in this Act, the term community antenna television system shall not include: (1) such facilities which serve fewer than 50 subscribers; (2) such facilities whose service is limited to the residents of one or more apartment dwellings under common ownership, control, or management, and to commercial establishments located on the premises; or (3) facilities used for the distribution, by wire, of programs

The cities set for the big 'squeeze'

Which are the cities in which the FCC is going to shoehorn additional vhf channels?

The official response is that the FCC has not made up its mind.

Engineering studies are underway to determine where such drop-ins are technically possible.

Statistical studies are underway to determine where there is uhf "saturation"—for the Commission said it would not add another vhf to areas where uhf stations have managed to secure an audience.

When these are accomplished, the Commission will issue a general rule-making notice.

Thus the Commission's interim policy has engendered a nationwide guessing game among broadcasters.

The document contained a list of 268 tv markets where stations were operating as of April 4. The tv markets are the FCC's own, but, it was learned, are based on the old CBS and NBC must-buy lists.

BROADCASTING filled in existing unbuilt cps and added vhf assignments now in hearing. From this complete list, the following tv markets are those having less than three commercial vhf assignments where additional "v" channels might be moved in:

Birmingham, Dothan, Montgomery, Selma, Ala.; Yuma, Ariz.; El Dorado, Fort Smith, Hot Springs, Ark.; Chico-Redding, Salinas-Monterey, San Diego, San Jose, San Luis Obispo, Santa Barbara, Calif.; Grand Junction, Montrose, Sterling, Colo.

Fort Myers, Jacksonville, Panama City, West Palm Beach, Fla.; Albany, Augusta, Macon, Thomasville and Tallahassee (Fla.), Ga.; Boise, Idaho Falls-Pocatello, Lewiston, Nampa, Twin Falls, Idaho; Champaign-Urbana, Quincy and Hannibal (Mo.), Ill.; Terre Haute, Ind.; Sioux City, Iowa; Ensign, Garden City, Goodland, Great Bend, Hays, Topeka, Kan.

Louisville, Paducah, Ky.; Alexandria, Monroe, Shreveport, Houma, La.; Augusta, Bangor, Presque Isle, Maine; Cadillac, Cheboygan, Grand Rapids-Kalamazoo, Ironwood, Marquette, Traverse City, Onondaga, Mich.; Alexandria, International Falls, Mankato, Minn.; Biloxi-Gulfport, Greenwood, Columbus, Hattiesburg, Jackson, Laurel-Pachuta, Meridian, Tupelo, Miss.; Cape Girardeau, Columbus-Jefferson City, Joplin (and Pittsburg, Kan.), Kirksville (and Ottumwa, Iowa), St. Joseph, Sedalia, Springfield, Mo.

Billings, Butte, Great Falls, Glendive, Helena, Kalispell, Missoula, Mont.; Alliance, Hay Springs, Hayes Center, Hastings, Kearney, Lincoln, McCook, North Platte, Scottsbluff, Neb.

Reno, Nev.; Manchester, N.H.; Carlsbad, Clovis, Roswell, Santa Fe, N.M.; Carthage-Watertown, Plattsburgh (and Burlington, Vt.), Rochester, Syracuse, Utica-Rome, N.Y.; Charlotte, Greenville-Washington, New Bern, Raleigh-Durham, Wilmington, N.C.; Bismarck, Dickinson, Fargo, Grand Forks, Minot, Pembina, Valley City, Williston, N.D.; Dayton, Toledo, Ohio.

Ada, Ardmore, Elk City, Lawton, Okla.; Eugene, Klamath Falls, Medford, Roseburg, Ore.; Altoona-Johnstown, Pa.; Providence, R.I.; Florence, S.C.; Aberdeen, Florence, Lead-Deadwood, Reliance, Rapid City, Sioux Falls, S.D.; Bristol-Johnson City, Jackson, Tenn.

Abilene-Sweetwater, Austin, Big Spring, Brownsville-Harlingen-Weslaco, Bryan-College Station, Corpus Christi, Laredo, Lufkin, Monahans, Odessa-Midland, San Angelo, Texarkana, Tyler, Waco-Temple, Wichita Falls, Tex.

Logan, Ogden, Utah; Harrisonburg, Va.; Bellingham, Wash.; Bluefield, Clarksburg, Wheeling (and Steubenville, Ohio), W.Va.; Eau Claire, La-Crosse, Wausau, Wis.; Casper, Cheyenne, Riverton, Wyo.

Among the markets where the extent of uhf conversion will count are the following:

Bakersfield, Fresno-Tulare, Calif.; Hartford-New Haven-New Britain-Bristol, Conn.; Columbus, Ga.; Harrisburg, Ill.; Rockford, Ill.; Evansville, Ind.-Henderson, Ky.; Baton Rouge, La.; Binghamton, N.Y.; Erie, Pa.; Columbia, S.C.; Knoxville, Tenn.; Norfolk-Portsmouth-Newport News-Hampton, Va., and Madison, Wis.

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Effective May 15, RADIO PRESS will occupy greatly enlarged, permanent quarters at its present location. In addition to existing receiving and transmission facilities, the most modern available electronic equipment and additional studio space has been committed, thus making RADIO PRESS a complete, self-contained communications center, designed and staffed to operate 24 hours, seven days a week.

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It is this ability, leading from management strength and foresight, to grow and provide expanded service and facilities, which we believe is making a substantial contribution to the welfare of the industry as a whole.

More specifically, however, here are some of the ingredients that benefit stations directly at the local level:

Prestige of a world-wide news organization of experienced correspondents, exclusively identified with the local station.

Highest Standards backed by full-time news bureaus and experienced correspondents throughout the globe.

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RADIO PRESS will provide particularly extensive Washington and Overseas material in connection with the forthcoming Summit Meeting. This extensive coverage assures every RADIO PRESS subscriber news leadership in the market at a time of increased tension, when radio listenership will be at a particularly high level.

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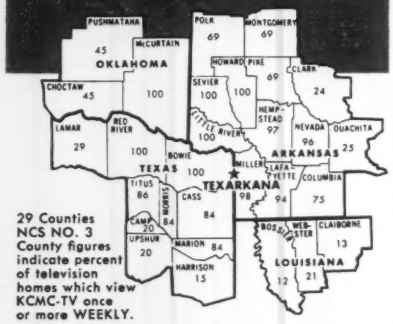

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for which a charge is imposed generally on all subscribers wherever located, and which are not in the first instance broadcast for reception without charge by all members of the public within the direct range of television broadcast stations."

Add the following sentence at the end of Section 325 (a): "No community antenna television system (as defined in Section 3 [hh] of this Act) shall redistribute the program or any part thereof of a broadcasting station without the express authority of the originating station."

Add a new Section 330 reading as follows: (a) "Upon request by the licensee of a regular television broadcast station (other than a station engaged solely in rebroadcasting) which is assigned to a city or community in which a community antenna television system provides television programs to local subscribers, such community antenna television system shall regularly redistribute programs broadcast by such local television broadcast station.

(b) "The Commission may, by rule or order, prescribe such standards and conditions as it may find necessary to assure that the reception of the programs redistributed by the community antenna television system under subsection (a) hereof shall be reasonably comparable in technical quality to the reception of programs of other television stations redistributed by the community antenna television system.

(c) "The Commission also may, by rule or order, prescribe the period of time within which the community antenna television systems shall complete preparations for and commence the redistribution of programs under subsections (a) and (b) hereof."

View with alarm

Broadcasters protesting against the inroads of community antenna systems have viewed with special alarm the growth of privately owned common carrier microwave relay systems which feed distant tv station signals to antenna systems in broadcaster's backyards.

Because of the inquiry into catv operations, the FCC in 1958 ceased processing these microwave applications. There were about 60 of them. A group of these applicants went to court, but the appeals court ruled that the FCC had the right to hold such applications in abeyance until it resolved its inquiry.

The Commission's order disavowing jurisdiction over catv operations was issued April 14. In that first week, the Commission's Common Carrier Bureau approved 11 applications. They involve feeding distant tv signals to the following catv systems:

Rapid City, S.D.; Alliance and Scottsbluff, Neb.; Farmington, N.M.; Wenatchee and Cashmere, Wash.; Florence, Sheffield and Tuscumbia, Ala.

LETTER TO UNCLE
Catv asking Congress for regulation by FCC

Rugged, individualistic community antenna operators who have built one of tv's minor but significant success stories have decided to ask for FCC regulation—notwithstanding the Commission's decision only two weeks ago that it does not have authority to regulate these small, highly successful businessmen (BROADCASTING, April 20).

In preparation is a formal request to Congress to amend the Communications Act to bring catv operators under the FCC.

The Commission's order two weeks ago called on Congress to enact legislation which would require cable companies to secure permission from tv stations before using their signals, and also requiring catv operators to carry the local stations on request.

Final Okay • The proposed legislation, being drafted by E. Stratford Smith, general counsel of the National Community Tv Assn., is being submitted to the NCTA executive board at its Philadelphia meeting today (April 27). Upon approval it will be submitted to Congress.

The action has the unanimous approval of all NCTA members, Mr. Smith said last week. It was endorsed by the NCTA board of directors twice in the last two years, he pointed out.

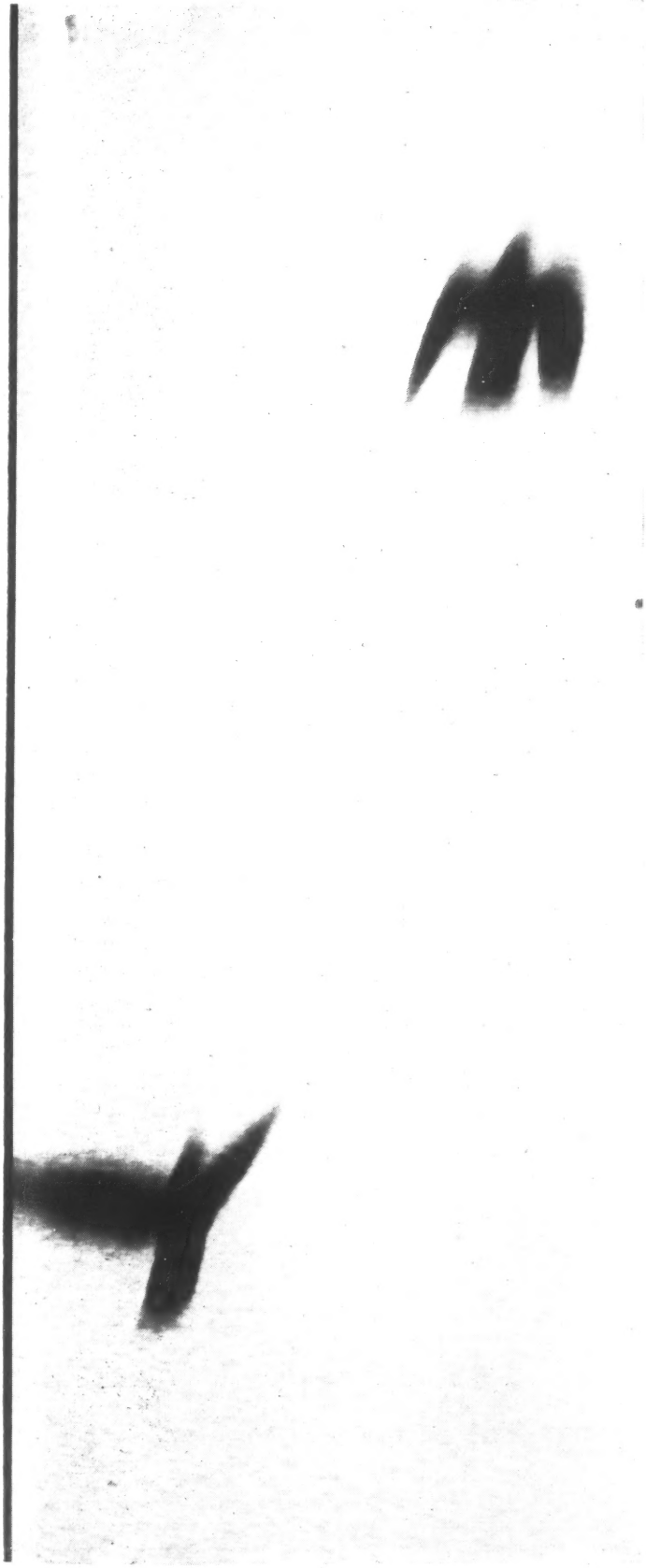
The legislation would perform two things, Mr. Smith explained:

• It would stop, "once and for all, the harassment of antenna systems by a small group of western broadcasters" by providing a forum for their complaints and a legal, prescribed procedure for handling such matters, and

• It would place catv systems under the umbrella of federal control—thus eliminating pressures by state public utility commissions to assert jurisdiction over tv cable companies.

Means Licensing • Mr. Smith acknowledged that this move would also give the FCC control over the licensing of antenna systems.

"That's all right," he said, "we are willing to be judged on whether we per-



The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn't exist just a few short years ago. Steels are probably the most important examples: United States Steel has just developed *five* new types of steel for the missile program. They are called "exotic" steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel.

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form in the public interest."

The request will be for an amendment to the Communications Act placing catv systems under the FCC's broadcast licensing authority. Antenna operators are unanimously in favor of this move, Mr. Smith stated. They are also unanimously opposed to being considered as common carriers, he added. A common carrier classification would permit the FCC to set rates and regulate other business practices.

In 1957, a group of 13 western broadcasters petitioned the FCC to assert jurisdiction over community antenna systems under the Commission's common carrier authority. The broadcasters claimed that the antenna systems were using their signals without permission and that by bringing in "outside" signals the catv operators were disrupting the tv allocation plan and wreaking economic injury.

In April 1958 the Commission denied this request. The FCC said it had no power to control catv operations.

The subject was also investigated during the 1958 hearings before the Senate Commerce Committee.

No State Control • On the second point, no state is today regulating catv systems. In Wyoming and California, state courts have ruled against public utility commissions which attempted to assert jurisdiction. In Wisconsin and Utah, state utility commissions themselves ruled that they have no authority.

Legislation to bring catv operations under state utility regulation is pending in California and Pennsylvania. In Montana the state legislature passed such a bill, but it was vetoed by the governor.

By placing community antenna systems under FCC control, it was pointed out, the Commission would also be able to enforce engineering standards.

Community antenna systems came into being in the late 1940's in Oregon and Pennsylvania. There, viewers at a distance from big city tv transmitters —or unable to receive tv signals normally because of mountainous terrain —agreed to sign up for a wire service.

Antenna systems place a highly directional, high gain receiving antenna at a mountaintop best suited for picking up the distant or difficult signal. This signal is fed down the mountainside to subscribers' homes via coaxial cable.

Originally there was a $100-$175 installation charge for each subscriber, plus a $3.50-$6.00 monthly service charge. Most of today's more than 550 systems—serving an estimated 500,000 subscribers (1.5-2 million people)—have minimum or no installation charges, although the monthly service fee is still about the same.

Voices for Defense • These are the familiar voices heard over the Conelrad frequencies during the drill two weeks ago when all radio and tv stations went silent except those involved in the Conelrad emergency network. Shown at the "secret" civil defense headquarters on the day of the Conelrad drill are: Back row (l to r), Lewis Shollenberger, CBS; Leo A. Hoegh, director, Office of Civilian & Defense Mobilization; Charles Ashley, ABC. Seated, Robert McCormick (l), NBC, and Steve McCormick, MBS.

FCC SATISFIED WITH ALERT

Criticism notwithstanding, Conelrad works

The nation's second Conelrad alert test on April 17 has been termed a success by the FCC, the Office of Civil Defense Mobilization and almost everybody else concerned.

There were some shortcomings and some criticism, but an FCC spokesman said reports from all over the country indicate the emergency radio enemy attack alert "worked like a charm." FCC Comr. Robert E. Lee, the Commission's liaison officer for Conelrad, said he was "pretty happy" with the overall success of the April 17 alert. Howard Handelman, OCDM official, said "We're please with it, of course," and added that OCDM was "extremely happy working with the National Industry Advisory Committee."

The alert was held 11:30-noon (EST), with more than 3,000 radio and tv stations going off the air and 1,200 other am radio stations switching to 640 kc or 1240 kc Conelrad frequencies.

National Coverage • NIAC reported excellent reception on the West Coast, where trouble was encountered in the first Conelrad alert July 16, 1956 (BROADCASTING, July 30, 23, 1956), and similar reports were coming in to the FCC from other parts of the country last week. An FCC spokesman said it will be several weeks before reports are complete nationwide.

The FCC has worked out detailed engineered plan approaches for Conelrad clusters in 60 major metropolitan areas and expects to work out similar systems for 900 to 1,000 other big population centers and the rest of the U.S. radio communities within six months. This will include microwave "backups" borrowed from industrial radio users and pressed into service to feed network communications to stations participating in Conelrad, a spokesman said. The FCC sent out notices to non-broadcast radio services before the alert ordering extensive curtailment of these operations during the alert, allowing only emergency transmissions to be sent.

Comr. Lee said he understood one station at Butte, Mont., remained on the air despite FCC orders beforehand to go off the air. He said this was during the time of the Montana State Prison riot at Deer Lodge and the FCC is investigating whether there were "mitigating circumstances."

OCDM's Mr. Handelman said an an-

SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation . . . and to Northwest Schools graduates who have contributed to their success.

WJIM-TV

CBS

Channel 6

LANSING, MICHIGAN

SALUTE TO: Station WJIM-TV, Channel 6, Lansing, Michigan — owned and operated by Gross Telecasting, Inc.

WJIM-TV serves a vast area of mid-Michigan, including Lansing, Flint and Jackson. Its studios are located in the WJIM "Country House" on the Eastern edge of Lansing. The building is one of the most modern broadcasting plants in the country and is famous as a "Showplace". WJIM-TV is a basic CBS-TV affiliate, but also carries many of the top shows from NBC and ABC.

Mr. Harold F. Gross, president of Gross Telecasting Corporation, operator of WJIM Radio and TV.

The management of WJIM-TV says this of Stuart Hazard, Northwest Schools graduate: "Stu has been a valued member of our staff from the very beginning. His well-rounded working knowledge of broadcasting has made him at home in just about every TV assignment we can think of. His work has always been highly commendable."

Northwest graduate, Stuart Hazard, shown (at left) with Martha Dixon, hostess of WJIM-TV's "Copper Kettle" homemakers program, as he explains how he wants a studio "Zoom" closeup of some of Miss Dixon's cookery.

Mr. Hazard joined the station in 1956 as Film Editor. He serves as Film Director for the station, as well as director of many local "live" shows. Last spring he produced and directed the nationally-acclaimed "What's With My Time" series, produced in cooperation with the Junior League of Lansing.

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W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

nouncement over the nationwide live Conelrad network by Defense Mobilization Director Leo A. Hoegh, asking listeners to write to OCDM headquarters in Battle Creek, Mich., for a booklet on building bomb shelters, had drawn more than 20,000 letters by last Thursday (April 23).

Not Total Approval • There were some complaints or criticisms. The *Savannah* (Ga.) *News* complained to its congressional delegation that Conelrad is "obsolete," and Sen. Herman E. Talmadge (D-Ga.), said he has referred the criticism to the Senate Armed Services and Commerce Committees, the OCDM and FCC. Sen. Richard Russell (D-Ga.), chairman of the Armed Services Committee, said he has asked OCDM and the Defense Dept. for a "full report" with any recommendations for improvement.

There have been charges made before that Conelrad is "obsolete," largely because of presumed use of missiles instead of manned aircraft in future wars. The Air Force assured the FCC, however, that Conelrad operation is necessary for at least 10 more years. This, says the Air Force, is because electronic "homing" (automatic direction finding) equipment is used even in modern missiles; if Conelrad were discontinued, an enemy would know this and take advantage of that fact; although there are more intricate devices than radio navigation, radio direction-finding is more useful to the basic navigation problem; and that Conelrad provides a needed strict control of all radiation devices, including commercial aircraft.

OCDM picked Conelrad test period

The National Industry Advisory Committee explained last week that the Office of Civil Defense Mobilization, not NIAC, was responsible for picking the 11:30 a.m.-12 noon EST time for the April 17 Conelrad practice alert.

Southern California broadcasters had complained that eastern broadcasters picked the time (8:30-9 a.m. on the West Coast), when morning traffic there was at its peak and during the heaviest shopping day of the year. (BROADCASTING, April 20).

Joseph Keating of NBC, program chairman *pro tem* for the Conelrad exercise, said the date and time had been selected far in advance by OCDM, which told NIAC and the FCC that the time period was picked to provide the widest possible variety of conditions simultaneously in the various time zones across the country. Since NIAC membership is made up of representatives from NAB and the networks and since all networks have owned stations and/or affiliates on the West Coast, NIAC members were "fully mindful of problems in all areas of the country, and indeed sought to alleviate them," Mr. Keating said.

Mr. Keating said NIAC protested, noting particularly the problem on the West Coast, but that OCDM said it wanted to find how the public would react while enroute to work or school.

General overhaul

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last week introduced nine bills amending the Communications Act. The amendments, all requested by the FCC:

S 1733 — Gives Commission more discretion in sending McFarland letters to applicants.

S 1734—Clarifies and strengthens law relating to *ex parte* contacts before commissioners. Extends ban to all parties as well as those assisting or appearing in case.

S 1735 — Repeals honorarium provision of Act.

S 1736 — Eliminates the requirement that certain documents and applications must be notarized.

S 1737—Grants FCC authority to fine violaters of its rules in the common carrier and safety fields.

S 1738 — Gives Commission greater discretion in the utilization of its review staff, now separated by law.

S 1739 — Gives Commission authorization to license already-operating "illegal" boosters.

S 1740 — Gives Commission authority to regulate charges and services of common carriers in all types of broadcasting. Present law covers wires only.

S 1741—Removes requirement that transmitting equipment be operated by licensed operators.

On Thursday, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, introduced measures identical to four of Sen. Magnuson's bills. Rep. Harris already had offered legislation to effect the other FCC recommendations. Rep. Harris' bills: HR 6571 (identical to S 1740), HR 6572 (identical to S 1733), HR 6573 (identical to S 1738) and HR 6574 (identical to S 1737).

25-890 mc hearing is set for May 25

The start of the FCC's in-depth study of the non-government services in the radio spectrum between 25 and 890 mc (BROADCASTING, April 6) will be May 25, it was announced last week.

A tentative list of witnesses for the proceedings, before the Commission *en banc*, included a number of broadcasters: Fm Broadcasters (Ben Strouse), WQXR-AM-FM New York (Elliott M. Sanger), NAB (Harold E. Fellows, A. Prose Walker), Assn. of Maximum Service Telecasters Inc. (Lester W. Lindow, Howard T. Head, Harold G. Ross), National Assn. of Educational Broadcasters (Harry Skornia) and the Joint Council on Educational Television (Ralph Steetle). Most of the broadcasting witnesses are scheduled later in the proceeding and it is estimated that they will not appear until the second week of the hearings.

Other witnesses include: Institute of High Fidelity Manufacturers (Alfred M. Zuckman), RCA Communications Inc. (Thompson H. Mitchell), AT&T (four witnesses), Motorola Inc. (four witnesses), Electronic Industries Assn. (six witnesses), and the American Rocket Society (17 witnesses).

Regional airspace switch to FAA aegis

The new Federal Aviation Agency has issued tentative orders for discontinuance of regional airspace subcommittees to clear radio and tv station applications for tall towers.

But, said Charles W. Carmody, chief of FAA's Airspace Utilization Div., last week, the same people who have served on the subcommittees in the field will handle clearance applications by radio and tv stations and there will be no changes in the mechanics or standards.

Lt. Gen. E. R. Quesada (USAF, ret.), administrator of the FAA, was to have signed the order last week transferring the functions of the regional groups to the Airspace Utilization Div. headed by Mr. Carmody.

Two-Agency Tangle • Mr. Carmody said last week the FAA has begun talks with the FCC looking toward a solution of what he termed an internal government problem—the jurisdiction of each of the two agencies insofar as tall radio-tv towers are concerned. He felt it would be "several months, at least" before FCC and FAA make a joint announcement on which agency will do what. The 1958 Federal Aviation Act creating the FAA, is specific about FAA's authority over utilization of airspace by aircraft, but is much less clear about its authority over use of airspace by tall structures, he said.

CONDENSING

Big Console Facilities into the Ease of Four Mixing Channels

GATES *STUDIOETTE* SPEECH INPUT CONSOLE

The Gates Studioette is a perfect blending of workhorse versatility and reliability for day in and day out operation. An unusual generosity of controls, new performance standards, service ease and smart commercial appearance highlight this outstanding speech input console.

Four channel, step type mixer, with generous key switching facilities accommodates four microphones into two preamplifiers, three turntables, two tapes or projectors, network and three remote lines. Three utility keys are provided for your individual needs. The Studioette also includes a high gain program amplifier, 10 watt ultra linear monitoring amplifier, dual muting and warning light relays, 4″ illuminated VU meter, self-contained power supply, complete cueing facilities for turntables, net, tapes and remotes, and output emergency key, plus many additional facilities to create wide versatility in meeting the needs of modern radio, television and recording.

In STOCK for Immediate Delivery... Place Your Order Today

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in:
NEW YORK, HOUSTON, ATLANTA, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

BREAKING ALL RECORDS . . .

. . . IN BUSINESS ACTIVITY, THAT IS

. . . 1958 Retail Sales up 8.75%. Greatest Increase of Any Georgia Metropolitan Area.

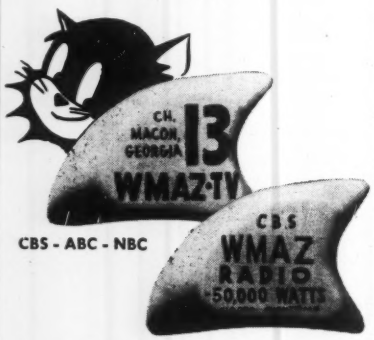
. . . Employment up 38.2%

. . . Postal Receipts up 32.3%

. . . Total Railroad Carloadings up 28.1%

PUT YOUR ADVERTISING DOLLARS IN THE RICH MIDDLE GEORGIA MARKET — THE MARKET WHERE WE'RE BREAKING ALL RECORDS.

See your Avery-Knodel man today!



AFM head aroused by 'Firestone' fate

The programming policies of television networks were described as "immature, shortsighted and incomprehensible" last week by Herman D. Kenin, president of the American Federation of Musicians. His sharp comment followed the announcement recently that the *Voice of Firestone* program might not return to tv next fall unless a network could allot a suitable time period (BROADCASTING, April 20).

Mr. Kenin, in an article to appear in the forthcoming issue of *The International Musician,* official publication of the AFM, asserted:

"Their [the networks'] refusal to sell prime viewing-listening time once a week to the *Voice of Firestone*—a program that for 31 years has provided a rich feast of fine, live concert music for millions of Americans—is a frightening symptom of dollar policy-making in the broadcast industry."

Mr. Kenin referred to broadcasters' "solemn pledge to serve the public interest," and added:

"It is about time the broadcasters commenced to live up to their responsibilities; it is high time the Federal Communications Commission started enforcing the terms of the contract. And the Congress must make sure this happens."

Mr. Kenin recently issued a statement in Toronto, saying the AFM planned to ask the FCC to look into the amount of "canned music" being used by U.S. radio-tv stations. A spokesman said in New York last week that he has made no formal request as yet to the commission. Mr. Kenin's remarks at that time were prompted by an action of the Board of Broadcast Governors of Canada, which gave seven radio stations there short-term licenses (less than the customary five-year licenses), with the suggestion that they cut down on recorded music and "high-pressure chatter."

Godfrey on leave for chest surgery

Arthur Godfrey entered a New York hospital over the weekend for probable chest tumor surgery.

The 55-year-old CBS personality-supersalesman, currently responsible for some $9 million in annual billings for tv alone, told his radio audience last Tuesday morning April 21): "I will be absent from these airwaves for a couple of months I'm afraid, because chest surgery, you know, is not minor and it takes a little while to get back on your feet. But if you keep your fingers crossed, I think I'll be back with you again one day. . . ."

THE REDHEAD

Medical leave from air selling

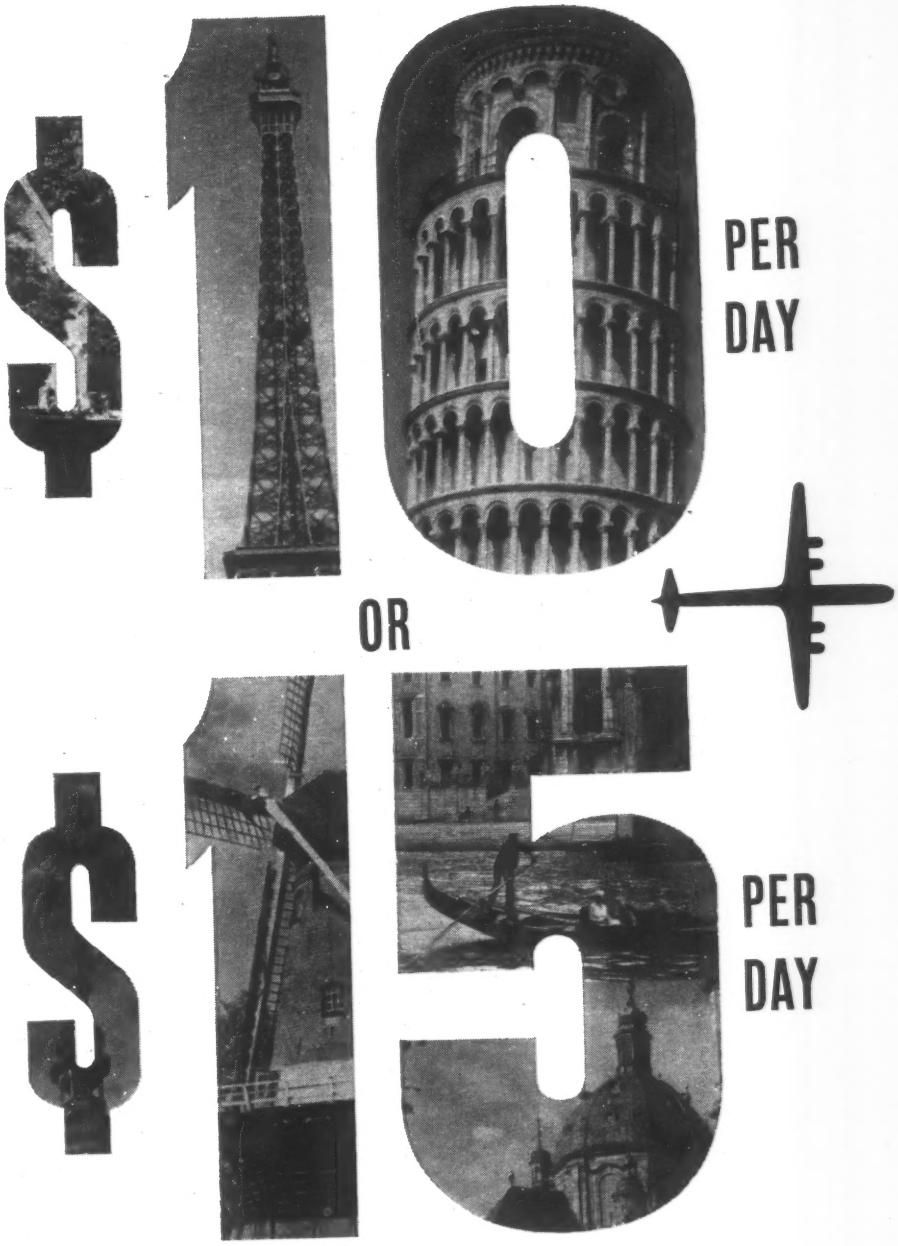
The network had to do some fast shuffling to compensate for the 30-year broadcasting veteran's unexpected medical leave. Comedian Sam Levenson was signed to pinch-hit on the daily tv show (10:30-11 a.m.), beginning Wednesday (April 29) with Jack Sterling filling in today and tomorrow. Mr. Godfrey's daily radio (9:05-10 a.m.) substitute is to be comedian Robert Q. Lewis, who begins his duties today. *Peck's Bad Girl,* new situation comedy originally scheduled to replace Mr. Godfrey's Tuesday evening tv program (9-9:30 p.m.) May 19, is having its debut moved forward to May 5.

A remaining, long-range uncertainty is the *Person to Person* tv interview show for which Mr. Godfrey has been designated to assume Edward R. Murrow's vacated seat next fall.

TelePrompTer in black

TelePrompTer Corp., New York, last week reported that net earnings for 1958 amounted to $41,956, equal to 12 cents per share on 356,591 common shares outstanding. In the previous year TelePrompTer had a net loss of $212,694, or a deficit of 59 cents per share on the same number of shares outstanding.

Gross revenues, the company reports, in 1958 reached a total of $3,414,499 the largest year-to-year dollar increase in the company's history. The previous year's gross revenue totalled $2,264,345. TelePrompTer's common stock was admitted to trading on the American Stock Exchange on Dec. 16, 1958.



THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip. For complete details of these and the many other KLM tours available, mail the coupon.

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Rebel musicians win restoration of funds

The American Federation of Musicians had no right to divert wage increases negotiated for musicians employed by phonograph recording companies from the men and into the Music Performance Trust Funds, Judge Clarence L. Kincaid of Los Angeles Superior Court ruled Wednesday (April 22). He ordered that approximately $1.8 million, which recording companies have paid to a receiver under a court order, be paid to 6,000 recording musicians employed under the AFM 1954-58 agreement.

Cecil F. Read, leader of the group of Hollywood musicians who rebelled against the AFM trust fund policies and in November 1956 went into court to get trust funds monies restored to individual musicians, hailed the decision as the first fruit of "three years of effort sustained by thousands upon thousands of dollars contributed by the recording musicians." Judge Kincaid's ruling, Mr. Read said, gives the musicians a "firm foundation" for an appeal to reverse an earlier decision which denied the right of the plaintiff musicians to sue AFM for some $13 million they claim was illegally withheld from them as a result of the union's trust fund policies (BROADCASTING, March 16).

Henry Kaiser, general counsel of AFM, announced that the decision awarding the impounded trust fund payments to the plaintiff musicians would be appealed promptly to higher courts. "We are prepared to carry our appeals as far as the U.S. Supreme Court," he stated.

700 exude optimism at Muzak 'convention'

Muzak Corp. last week held its first national "convention" at a three-day session at the Hotel Biltmore in New York. Highlights, several hundred Muzak programmers present from 47 states and seven foreign countries:

• News that Muzak had a 13.9% increase in new subscribers in 1958 over the year previous with a net dollar gain of about $2 million, in new billings. A still larger increase for 1959, based on a 20% increase in business during the first two months of this year, was predicted. Speaker on Muzak's business health was Joseph W. Roberts, vice president of marketing.

• Announcement by Donald O'Neill, Muzak's program director, that the public's taste in music is changing from concert music and toward popular music. He supported the contention with figures taken from a Muzak survey.

• Word of an out-of-court settlement between Muzak and ASCAP (see below).

• Presentation of the first Golden Ear Award to Muzak's "man of the year." Wallace A. Moritz of San Angelo, Tex., received the award from Muzak's Board Chairman Jack Wrather.

Muzak, ASCAP sign

The nation's radio stations, dickering for new ASCAP music license contracts, were offered encouragement last week by Muzak. President Charles C. Cowley announced that Muzak had signed a new five-year contract with ASCAP at rates virtually the same as those paid in 1946 and in some cases lower—this despite ASCAP wanting increases ranging from 100% to 200%.

The parallel with radio-ASCAP negotiations is close. Actually, negotiators for ASCAP and the All-Industry Radio Music License Committee have reached a broad agreement calling for approximately 9% reduction in the total that stations will pay to ASCAP. But negotiations are still in progress to fix a formula implementing this overall agreement, with no indication yet that settlement is near. With their own settlement accomplished, Muzak officials termed theirs "the first successful challenge" of ASCAP's royalty rates.

NTA's Unger says pay-tv is inevitable

Toll-tv is bound to come, once the Hollywood feature film vaults run dry, and broadcasters and advertisers must learn to live with it, Oliver A. Unger, president of National Telefilm Assoc., told the Chicago Broadcast Adv. Club Thursday.

In a surprise speech, he gave what he acknowledged to be "qualified approval" of the pay-television concept. It will come if the American public decides it is prepared to "pay for the kind of entertainment it wants and which the advertising budget simply cannot afford," he asserted.

Mr. Unger suggested that "whether this pay-tv will come over the air lanes or whether it will come over a wire system is not important. The fact is certain—it will come. Whether Congressmen will try to create artificial problems that will impede its arrival, or whether various pressure groups speaking for the Theatre Exhibitors of America who fear the coming of toll tv as much as some people in the broadcasting industry fear it, won't make the least bit of difference."

Broadcasters must study the problem, learn to live with it and "make it work for us," he emphasized, while

Study of a Colorful Interviewee • Radio-tv newsmen last week got first-hand examples of the uninhibited nature of Cuban Premier Fidel Castro. Dropping in unannounced at a Washington restaurant (left photo) where WWDC's Steve Allison conducts a late evening interview show, Dr. Castro consented to an impromptu interview marked by fiery moments. And, in a planned appearance at WRC-TV Washington for NBC-TV's *Meet The Press* (right photo), Dr. Castro was no less colorful in his discussion with panel member Richard Wilson, Cowles Publication, and underscored feelings with a flailed fist (blurred in center of photo).

advertisers must ascertain where they fit into the picture because "I don't think they will be locked out." Toll-tv would provide a "greater opportunity" to free creative forces in the industry and may even eliminate advertisers from being the "deciding force" in programming, Mr. Unger said. As in England, he added, it may be "inevitable" that both free and fee systems can work together.

Discussing programming, Mr. Unger emphasized that the quality of entertainment to the American public "is locked in most of the time by the economic limitations imposed on us to create entertainment in the terms of its cost to the advertiser and the amount he can possibly spend."

He continued, tv is compelled to try to make a good show for about 10% of what the motion picture industry spends on an equivalent show for theatre exhibition. "The moment is going to come when the American people will rebel against the mediocrity of television entertainment and are going to demand from the broadcasters the right of getting superior entertainment in their homes," Mr. Unger warned. "I think it will arrive very rapidly the moment the Hollywood vaults have been depleted of their backlogs."

The crisis will come, he suggested, as broadcasters find they need to program "more and more of the on-the-air time out of their own resources."

Shortage of talent could weaken tv

Network television's strength as an advertising medium is seriously threatened by a continuing lack of "some real method for developing new, young personalities to increase today's scarce talent pool and to replace tv personalities now in declining stages of viewer popularity," Philip L. McHugh, radio-tv vice president, Campbell-Ewald Co., Detroit, is to tell the 10th annual Atlanta Advertising Institute today (April 27). ". . . Talent and new ideas are so scarce and getting scarcer," Mr. McHugh says, "that the advertiser's agency must work harder . . . to deliver a quality program without being trapped by talent costs that won't fit into the advertiser's budget."

The added plus of sponsor-product identification is lost with alternating and multiple-sponsored tv shows, Mr. McHugh opines. "Westerns, for instance, bring a lot of viewers into their tents, but the great majority of the viewers are unaware who brought them there," says Mr. McHugh.

UPI annual report lists 5,628 clients

United Press International serviced 5,628 clients last year, including radio and tv stations, newspapers and commercial subscribers, as compared with 5,063 in 1957, Frank H. Bartholomew, president and general manager, told the company's annual meeting in New York last week. The present number of clients was said to be "an all-time high."

A total of 344 International News Service and news-picture clients, not previously subscribers to United Press, elected to continue service when the merger last year resulted in UPI, according to Mims Thomason, first vice president and general manager. No breakdown was provided on total radio-tv station customers.

Dean C. Miller, national radio news manager, reported that during 1958, UPI supplied stations with more regional news than in 1958 and with additional "in depth" reports of all developments. UPI, he noted, provides two packaged news shows per hour throughout the day.

William R. Higginbotham, manager of United Press Movietone television film service, stated that expansion in film service continued in 1958. He pointed out that service in Japan was expanded from one client to five, and new subscribers were enrolled in Thailand, Yugoslavia, Denmark, Hungary, Czechoslovakia, Colombia, Alaska, and in 12 U.S. cities. (The Associated Press annual report was covered in BROADCASTING, April 13).

PORTRAIT OF YOUR STRONGEST LINK!
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Whether it's technical data, production progress, job deadlines or prices about which you inquire, you need deal with only one person; we call him your account supervisor. His job is the linking of General's incomparable production facilities to your particular processing needs.
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• Program notes

• Ziv Television Programs, N.Y., reports a regional sale on *The Cisco Kid* in 10 southern states, to H.W. Lay Potato Chip Co., Atlanta. Twelve major markets are set and others are in the process of being cleared for time. The business was placed through Liller, Neal, Battle & Lindsey, Atlanta.

• The Assn. of Cinema Laboratories Inc. has produced a worldwide directory of motion picture laboratories. It contains 134 American companies and 114 foreign. A single copy costs $1; ten copies $5; twenty $8; forty $15; over forty, 30 cents each. Address: Dudley Spruill, secretary, 1226 Wisconsin Ave., N.W., Washington 7, D.C.

• KTTV (TV) Los Angeles has sold three of its video-taped shows to three New York City stations. *Peter Potter's Juke Box Jury* (distributed by NTA) goes to WNTA (TV); *Divorce Court* (distributed by Guild Films) to WPIX (TV); *Paul Coates Show* (distributed by KTTV) to WNEW-TV.

• CBS News' video-taped report of the Japanese royal wedding was edited from 5½ hours to 14 minutes. The editing required 35 splices, said to be a record for a tv-tape presentation. CBS News executives acknowledged that there was "some roll-over at the splices."

• Independent WNMP Evanston, Ill., has revamped its programming in favor of semi-classical and classical music. The change in programming is the result of a 10-day poll conducted by WNMP. Results: 75% voted for classical, 24.9% for classics and semi-classics, 0.1% for popular. "The policy has increased our listenership substantially," WNMP says.

• The U. of Texas broadcasting department has produced a documentary, *Vision Across Texas*, for the State Commission for the Blind. *Vision*, 14:30 minutes long on 16 mm film, is being released to the state's tv station next month.

• Hamilton & Bell (radio-tv productions), San Diego and Mexico City, has packaged *Your Show—U.S.A.*, a one-hour music-news program for showing in Mexico City. As well as local sponsors, three national clients have requested availabilities on the show. H&B's offices: 3282 Lincoln Ave., San Diego. Telephone: AT 4-3749. Aud 50-204 Niza, Mexico, D.F. Telephone: 25-89-26.

• *The Ed Sullivan Show* will use European facilities of the newly-organized Intercontinental Television Corp. when it goes to Rome in June to tape a one-hour show. In September when the show goes to Moscow, Intercontinental will use its $300,000 mobile video-tape unit. Dave Garroway's *Today* show, starting today (April 27) through May 2, is scheduled to tape five programs in Paris, also using Intercontinental's services. The company has opened offices in Paris and Geneva and maintains a New York sales office.

• Film Producers Assn. of New York appoints Phil Dean Assoc., N.Y., to handle its publicity-public relations.

• A film documentary, *Time and St. Louis*, highlighting that city's 195-year history, has been completed by KMOX-TV St. Louis for telecasting May 12. Douglas Edwards, CBS news commentator, narrates the 60-minute program, incorporating on-the-spot film coverage of various area scenes. The documentary will be sponsored as a public service by Community Federal Savings & Loan and will be offered to audio-visual departments of area educational institutions.

• In a departure from usual programming practices, NBC-TV will present repeat episodes of *Dragnet* earlier than in past years in order to introduce new episodes during the summer months and thereby whet sponsor interest. P&G, the sponsor, will continue with the show through the end of June, with repeats scheduled, starting May 5 (Tues., 7:30-8 p.m.) and continuing through June 30. NBC-TV will schedule new *Dragnet* episodes, starting July 7, and continuing through the end of August. During September, the network plans to program four additional repeats.

• 20th Century-Fox Television has sold *5 Fingers* to NBC-TV for fall viewing and is putting the international spy series in full production next month with Herbert B. Swope Jr., as producer and Robert Stevens directing. In announcing the sale, Martin Manulis, executive production head of 20th Century-Fox Tv, noted that it is the fourth series the organization has sold within the last few weeks, giving it representation on all three networks. CBS-TV will broadcast *The Many Loves of Dobie Gillis* and *The Last Frontier* and ABC-TV will carry *Adventures in Paradise*.

• Writers Guild of America West has issued strike orders against five production companies charged with releasing post-'48 theatrical films to television without making arrangements for additional payments to the writers. The companies are Lippert Pictures Inc., Lippert Productions Inc., Alson Productions Inc., Alco Pictures Corp. and Filmakers Inc. None of the five firms is currently active.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV

April 27-May 1, 4-6 (2:30-3:00 p.m.) **Haggis Baggis**, participating sponsors.

April 27-May 1, 4-6 (4-4:30 p.m.) **Truth or Consequences**, participating.

April 27, May 4 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

April 28, May 5 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson

April 28 (9:30-11 p.m.) **Hallmark Hall of Fame**, Hallmark through Foote, Cone, & Belding.

April 29, May 6 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

April 29, May 6 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

April 30 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

April 30 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell

May 1 (7:30-8 p.m.) **Northwest Passage**, sustaining.

May 1 (8-9 p.m.) **Ellery Queen Show**, RCA through Kenyon & Eckhardt.

May 2 (8-9 p.m.) **Perry Como Show**, participating sponsors.

May 3 (8-9 p.m.) **Dean Martin Show**, Timex through Doner & Peck.

May 3 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

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"When ideas come hard we go for Lang-Worth and always find the answer" *KCBC, Des Moines, Ia.*

"The best sales aids we ever had" *WBRG, Lynchburg, Va.*

"Highly effective in cracking new accounts and in helping to keep our regular customers sold" *WHAV, Haverhill, Mass.*

WHY DON'T *YOU* **JOIN THE CHORUS? INQUIRE ABOUT RADIO HUCKSTERS & AIRLIFTS TODAY!**

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FATES & FORTUNES

Advertisers

• EDWARD T. RAGSDALE, general manager of Buick Div. of General Motors Corp., Detroit, retires and is replaced by EDWARD D. ROLLERT, manager of GM's Harrison Radiator Div., Lockport, N.Y. No reason given for retirement of Mr. Ragsdale, who figured in Buick's decision to switch from Kudner to McCann-Erickson in 1958.

• EDWARD A. OCHS, general sales manager of Hazel Bishop Inc., N.Y., named marketing vp.

• E. E. STEWART, president and board chairman of National Dairy Products Corp., N.Y., re-elected board chairman, continuing as chief executive officer. J. HUBER WETENHALL, executive vp, elected president.

• CHARLES W. DAVIES, formerly head of sales force, Carter Products, N.Y., joins Pharma-Craft Co., pharmaceutical division of Joseph E. Seagram & Sons, as general sales manager, Cranbury, N.J., office.

• DICK DUNTLEY appointed advertising director of Pacific Hawaiian Products Co., Fullerton, Calif.

• PETER J. GRANT, national sales manager, named vp-national sales, Sylvania Home Electronics Corp., marketing subsidiary of Sylvania Electric Products Inc., Batavia, N.Y. Other Sylvania appointments: FORREST W. PRICE, president of Victor H. Meyer Distributing Corp., and Sylvania Sales Corp., N.Y., named Sylvania Home Electronics Corp.'s vp of operations in New York, and GEORGE T. STEWART, Sylvania's manager of national distribution, Batavia, N.Y., named vp-distribution.

• GERALD W. PFISTER, vp of consumer products service, appointed vp and operations manager of RCA Service Co., N.Y. Succeeding Mr. Pfister is LAWRENCE G. BORGESON, manager of consumer products field operations. Other RCA appointments: ROBERT C. GRAY, to manager, consumer products field operations, and HOWARD W. JOHNSON to manager of appliance service.

• L.C. DORN, with Chevrolet Motor Div., General Motors Corp., Detroit, for 24 years, named assistant national advertising manager of Chevrolet there.

MR. SHARP

• RICHARD D. SHARP, formerly manager of retail sales promotion, Standard Oil Co., of Indiana, Chicago, to Packard Bell Electronics Corp. as director of marketing, Home Products Div., L.A.

• JOHN N. CARPENDER, formerly account executive of Burke Dowling Adams, N.Y., (now Adams & Keyes), named assistant brand manager for Vaseline products, Chesebrough-Pond's, N.Y.

• ALFRED N. STEELE, 57, board chairman and chief executive officer of Pepsi-Cola Co., N.Y., died April 19 apparently following heart attack in his New York apartment. Mr. Steele was formerly manager of Detroit office of CBS and also vp of D'Arcy Adv., N.Y. He is survived by his wife, movie actress Joan Crawford, son, Alfred Nelson, and daughter, Mrs. John Comer.

Agencies

• ROBERT E. JOHNSON, head of D'Arcy's radio-tv production department and writer-producer-director responsible for Anheuser-Busch "where there's life . . . there's Bud" commercials, elected vp.

• EDWARD N. NEY, account executive of Young & Rubicam, N.Y., named vp and account supervisor.

• JAMES D. THOMPSON, account executive, Sullivan, Stauffer, Colwell & Bayles, N.Y., appointed vp.

• JOHN MALLOY, formerly vp and account supervisor, E.B. Weiss & Co., Chicago, joins Warwick & Legler, N.Y., as vp and account supervisor.

• THOMAS LUX, assistant account executive of Grant Adv., N.Y., to Chicago headquarters as media-merchandising co-ordinator.

• JOSEPH D. NELSON, vp and account supervisor, Cunningham & Walsh, N.Y., appointed director of account management and contact division.

• PHIL WASSERMAN, publicity account executive of Reach, McClinton & Co., N.Y., appointed publicity director.

• HARVEY WEST, formerly vp and manager of L.A. office of Brooke, Smith, French & Dorrance, joins K.O.

AAAA elects top officers at convention

MR. GANGER

MR. HARDING

MR. MELDRUM

Robert M. Ganger, chairman of the board and the executive committee of D'Arcy Adv., N.Y., was elected chairman of American Assn. of Advertising Agencies last Thursday (April 23) as the AAAA opened its annual convention (see page 34).

Mr. Ganger, president of P. Lorillard Co. before joining D'Arcy, succeeds J. Davis Danforth, executive vice president of BBDO, in the chairmanship for a one-year term.

Harry Harding, Young & Rubicam, N.Y., was elected AAAA vice chairman and Andrew B. Meldrum, Meldrum & Fewsmith, Cleveland, was elected secretary-treasurer.

Robert E. Allen of Fuller & Smith & Ross, N.Y., John M. McDonald of Buchen Co., Chicago, and Rolland W. Taylor of Foote, Cone & Belding, N.Y., were named to three-year terms as directors-at-large.

Directors for the four AAAA regions were elected for one-year terms as follows:

Eastern — Wallace W. Elton, J. Walter Thompson Co., N.Y.; Robert W. Graham, Gray & Rogers, Philadelphia, and Frederick C. Noyes, Noyes & Co., Providence, R.I.

East Central—W. S. Redpath, Ketchum, McLeod & Grove, Pittsburgh.

Central—Alexander H. Gunn III, J. Walter Thompson Co., Chicago, and (re-elected) Larry Wherry, Wherry, Baker & Tilden, Chicago.

Western — Norton W. Mogge, Atherton Mogge Privett, L.A. (re-elected).

Frederic R. Bamble continues as AAAA president and board member; his term expires in 1962. Six other members continue on the board as directors-at-large.

Bates Adv. as full partner. Agency now called Bates and West. Address: 1250 Wilshire Blvd., L.A. Phone: HUntley 2-4220.

MR. BALDWIN

• BRENDON J. BALDWIN, media director of Kenyon & Eckhardt, Detroit, elected vp and associate media director of agency. He returns to New York to assume duties there.

• EDMUND C. RIDLEY, vp in charge of agency relations, Anderson & Cairns, N.Y., elected to board of directors.

MR. ODELL

• G. NEWTON ODELL, formerly associate, director, marketing communications workshop, McCann-Erickson, N.Y., joins Joseph Katz Co., N.Y., as vp in charge of marketing and creative services.

• WILLIAM E. HOLDEN, vp and director, Doherty, Clifford, Steers & Shenfield, N.Y., elected secretary.

• ALLEN E. BRAUN, research and marketing department head, North Adv., N.Y., named vp.

MR. SNELL

• FRANK SNELL, assistant to creative director of Compton Adv., N.Y., elected vp and appointed to newly-created post of business manager of creative department. Mr. Snell joined Compton in 1955.

• MRS. LAVINIA S. (DUFFY) SCHWARTZ, midwestern representative of The Advertising Council, chosen Chicago's Advertising Woman of Year.

• REGINALD G. CAREY, vp and manager of Chicago office, Campbell-Mithun, elected chairman of Chicago Council of American Assn. of Advertising Agencies. Others named for one-year terms: ALEX T. FRANZ, president of Chicago agency bearing his name, co-chairman, and ROBERT H. BRINKERHOFF, vp in charge of Young & Rubicam, Chicago, secretary-treasurer.

• EDWARD E. VAN HORN, formerly with Compton Adv., N.Y., to Smith, Hagel & Knodsen, that city, as marketing director.

• A. RUSSELL TOMKINSON, account executive of Hutchins Adv. Co., Rochester, N.Y., since 1955, promoted to vp.

• ROGER E. GAYLORD, formerly of McCann-Erickson, N.Y., to Los Angeles office of Erwin Wasey, Ruthrauff & Ryan as media supervisor on Carnation products. Other appointments in Los Angeles office: MAURICE R. BOWERS, formerly media department head of Galen E. Broyles Adv., Denver, and RICHARD M. MILLER, formerly account executive-media director of Gaynor & Ducas, L.A., as media buyers; IVAN WARSHAWSKY and KINGDOM BLABOM JR., with EWR&R, promoted to media estimators. Also, RICHARD T. FORBATH appointed account executive in industrial division.

• ROBERT ALTER, regional sales manager, Radio Advertising Bureau, N.Y., named manager, sales administration. Other RAB appointments: ROWLAND VARLEY, senior grocery products account executive, to sales manager, grocery products group; ROBERT COPPINGER, member of "hard lines" group sales staff, to sales manager, newly-formed automotive group, and JACK LAZARUS, formerly assistant eastern advertising manager of Universal-International, joins RAB's national sales staff, effective May 1.

• JERROLD SAXON, 40, assistant to president in charge of sales promotion at E.J. Sperry, Chicago advertising agency, and previously announcer at WIJD, WIND and WENR, all Chicago, died following heart attack on April 19 in his Evanston, Ill., home.

• WILLIAM P. DAVIS, formerly vp of Metropolitan Marketing Corp., N.Y., to Hicks & Greist, N.Y., as package goods marketing director.

• FRANK DAVIES, marketing group head of Cunningham & Walsh, N.Y., named marketing and merchandising director.

• MARTIN F. CONROY, copy group head, BBDO, N.Y., named creative director, Boston office.

• JOHN E. MORRILL, formerly president, Sales and Advertising Controls, N.Y., to Ted Bates & Co., N.Y., as account executive.

• WILLIAM M. WYMAN, formerly of Ketchum, MacLeod & Grove, Pittsburgh, to Harrington, Walker & Strickland, Harrisburg, Pa., and Baltimore, as account executive.

• THOMAS S. QUINLAN, formerly new products marketing manager of Revlon Inc., N.Y., joins Ted Bates & Co., N.Y., as account executive.

• DR. WILLIAM STEVENS, formerly associate research director, Young & Rubicam, N.Y., joins Dancer-Fitzgerald-Sample, N.Y., in similar capacity.

• RALPH W. CUMMINGS, formerly production manager of New York office of Al Paul Lefton Co., Phila., to Fred Wittner Adv., N.Y., as assistant production manager.

• ALAN MEYER, formerly of N.W. Ayer & Son, N.Y. to San Francisco office of Young & Rubicam as copywriter.

• WALTER O. BRIGGS III, formerly in marketing department of Mercury-Edsel-Lincoln Div. of Ford Motor Co., Detroit, to Detroit office of Cunningham & Walsh.

• NICHOLAS BJORNSON, formerly of George L. Mallis Adv., Phila., to Wermen & Schorr, that city, on creative staff.

• KENNETH THOREN, formerly of Young & Rubicam, N.Y., IRWIN F. FREDMAN, formerly of BBDO, N.Y., and BEATRICE HARGROVE, formerly of Cunningham & Walsh, N.Y., to staff of Kudner Agency, N.Y., as copywriters.

Networks

• M.S. (BUD) RUKEYSER JR., press editor, news and public affairs, NBC, appointed manager, business and trade publicity. He is succeeded by ROBERT R. BROWN, who has been with NBC publicity since 1954.

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BROKERS—Radio and Television Stations—Newspapers

• CLIFFORD B. MANDELL, senior press representative, CBS-TV, press information department, appointed feature editor.

• RALPH F. GLAZER, formerly of KSFO San Francisco, appointed manager of San Francisco radio spot sales for CBS.

Stations

MR. DOUBLEDAY

• ROBERT DOUBLEDAY, local-regional sales manager of KTUL-TV Tulsa, Okla., since 1958, named general manager of KATV (TV) Little Rock, Ark., succeeding JOHN FUGATE, resigned. JIM BLACK, national sales manager of KTUL-TV, named national sales manager of John T. Griffin tv stations (KATV, KTUL-TV and KWTV [TV] Oklahoma City). ROBERT GORDON, operations manager, KTUL-TV, named local-regional sales manager, replacing Mr. Doubleday.

MR. BLACK

• JOSEPH WOLFMAN, sales manager of KSON-AM-FM San Diego, named station manager.

MR. JOHNSON

• ALBERT D. JOHNSON, general manager of KENS-AM-TV San Antonio since 1954, announces that he will leave stations within 30-60 days to assume ownership of his own broadcast property.

• JOHN T. CAREY, sales manager of WIND Chicago and onetime minority stockholder before its purchase by Westinghouse Broadcasting Co., retires after 24 years with station.

• HERMAN W. LAND, vp and executive editor last 3½ years of *Television* magazine, today (April 27) joins Corinthian Broadcasting Corp., in newly-created post of director of public relations and special projects.

• WILLIAM A. MORRISON, salesman of KRON-TV San Francisco, promoted to sales manager of KRON-TV and KRON-FM.

• JACK DONAHUE, assistant sales manager of KTLA (TV) Los Angeles, named national sales manager, and BOB JONES, account executive of KTLA, promoted to local sales manager. Mr. Donahue was Pacific coast manager of network sales for CBS Radio before joining KTLA last year. Mr. Jones came to KTLA from MBS, with which he had been midwest division manager.

• ANDREW JAMES, account executive of KWKW Pasadena, Calif., appointed sales manager of this Spanish language station. MAURY ROSEN, formerly of KGFJ Los Angeles and KSTP Minneapolis, and ART DOTY, formerly of KBIF Fresno, Calif., have joined KWKW sales staff.

• FRANK O. MYERS resigns as general manager of KCMC-AM-FM Texarkana, Tex., to devote himself full-time to KSIJ Gladewater, Tex., which he has purchased. B.L. (BENNIE) WOOD, with KCMC for 10 years as salesman, named acting manager. DON H. MYERS has been named manager of KSIJ.

MR. BICE

• MAX BICE, station manager of KTNT-AM-FM Tacoma, Wash., adds duties as station manager of KTNT-TV. Other KTNT-TV appointments: DEL SPENCER, traffic operations manager, as program director; DICK ENGH as chief engineer, and CHUCK NEE as assistant chief engineer.

• JOHN P. FOSTER, promotion manager and program director of WKNE Keene, N.H., promoted to general manager.

MR. ROSENZWEIG

• SAUL ROSENZWEIG, national sales manager of WLOS-TV Asheville, N.C., named general sales manager. Mr. Rosenzweig was formerly with The Katz Agency, New York station representative firm.

• DON PHILLIPS, 59, formerly program director of WEW St. Louis, died of cancer April 23 in St. Louis. Mr. Phillips, radio broadcaster since 1928, was also with KMOX and KXOK, both St. Louis, and NBC, N.Y., on *Young Widder Brown* and *Lorenzo Jones* shows.

• HELEN MCDERMOTT, business manager of KCOP (TV) Los Angeles, elected to board of directors of KCOP Television Inc., adding duties of assistant secretary-treasurer.

• JULES COROTIS, account exceutive of WPEN-AM-FM Philadelphia since 1952, promoted to local sales manager.

• TOM SHUMATE, production director of KICD Spencer, Iowa, named assist-

MOST WANTED!

Smilin'
Jack Woods

Throughout WOC Radioland these afternoons, the most-wanted sound for hire is WOC's matinee dandy, Smilin' JACK WOODS.

He's an irrepressible scalawag from out of Chicago. We taught him that good listening comes first at WOC, and he's been stealing listeners (and selling products) ever since.

Check your PGW Colonel or our Pax Shaffer for the price on Jack's head. Let us put *your* notch on *his* gun.

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President

Ernest C. Sanders
Manager

Pax Shaffer
Sales Manager

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RADIO AM | FM

ant manager. Other KICD appointments: C.C. ANDREWS, sports director, as program director, replacing MASON DIXON, resigned, and GEORGE TURNER, formerly of KLGA Algona, Iowa, as announcer.

MR. COULTER

MR. ASQUITH

• THOMAS B. COULTER resigns as assistant to John F. Meagher, NAB vp for radio, to join WKBZ Muskegon, Mich., as assistant to general manager, effective May 1. WARD ASQUITH, formerly script editor of NBC and in special projects work for CBS, N.Y., succeeds Mr. Coulter as assistant to Mr. Meagher at NAB. In addition to general administrative duties at WKBZ, Mr. Coulter will handle series of evening newscasts. He came to NAB four years ago from KYSM-AM-FM Mankato, Minn., where he was news and public relations director.

• JACK HOROWITZ, senior account executive of WAKE Atlanta, Ga., promoted to local sales manager. Other WAKE appointments: BOB ADAMS, formerly of WNOE New Orleans, as production manager, and CHARLES H. DONAHUE JR., as account executive.

• JOHN A. DINGETHAL, formerly district sales manager of Tetley Tea Co. in northeast Ohio, to KYW-AM-FM Cleveland as national sales coordinator.

• HAROLD A. PARRY, formerly vp and sales manager of WSAI Cincinnati, to WCKY, that city, as local sales manager.

• ROBERT K. RICHARDS, NAB consultant, named vp of American Council on Education for Journalism.

• PETE DREYER, formerly program director of KOME Tulsa, to WLLY Richmond, Va., as program and promotion manager.

• D. MERLE GORE, with WSPD-TV Toledo, Ohio, since 1954, appointed sales service manager.

• EDYTH RADOM, formerly women's editor of WDRC Hartford, Conn., to WHCT (TV), that city, as travel editor and hostess of new weekly travel program.

• HOWARD C. CALDWELL, news director of WTHI-AM-FM-TV Terre Haute, Ind., to WFBM-TV Indianapolis in similar capacity, effective May 4.

• RICHARD H. GURLEY JR., account executive of WBZ-TV Boston since 1957, named national sales coordinator.

• ELLEN UNGERANN, formerly promotion manager of Cleveland edition of *Tv Guide* magazine, appointed promotion-publicity manager of WDOK-AM-FM Cleveland.

• PATRICIA HANSON, formerly of Theodore R. Sills & Co., Chicago public relations firm, named publicity director of WTTW (TV) Chicago, noncommercial station. She succeeds JOHN KOHN, resigned.

• RAY CARNAY named to newly-created post of mobile news director of WSAI-AM-FM Cincinnati.

• ASA O. COGGESHALL, 67, who retired from WGY Schenectady, N.Y., in 1956 after 34 years with station, died April 18 in his Latham, N.Y., home. Mr. Coggeshall was announcer, program director and supervisor of music of WGY.

• DON TUCKER, program director of KITE-AM-FM San Antonio, Tex., transferred to Washington, D.C., office of Town & Country Network (owner of KITE) to produce *George Hamilton IV Show* for ABC-TV. CHARLES STEWART, news editor of KITE, also to Washington as announcer of *George Hamilton IV Show*.

• ROBERT J. EGAN, formerly of Buick Motor Co., to WTAC Flint, Mich., as account executive. GEORGE RAMOS, of WNEM-TV Bay City, Mich., also to WTAC sales staff.

• JACK E. TAYLOR, newspaper advertising representative of Moloney, Regan and Schmitt, L.A., to Hollywood staff of KBIG Catalina, Calif., as account executive.

• BILL N. CONINE, formerly head of his own advertising and insurance company in Okinawa, to KTUL Tulsa, Okla., as account executive.

• JOHN MAYASICH, previously on sales staff of KSTP Minneapolis-St. Paul, to local and regional sales staff of WFRV-TV Green Bay, Wis.

• GEORGE S. CARR, sales representative of WKDN Camden, N.J., to WIBG-AM-FM Philadelphia in similar capacity.

• THOMAS R. WINTERS, formerly partner in Eckwin Assoc. (public relations) N.Y., to sales staff of WWJ-AM-FM Detroit.

• FRANK H. WILSON, formerly of WRVA-AM-FM Richmond, Va., to WTOP-AM-FM Washington on news staff.

• ALFRED J. SCHWEIZER, formerly of WKNX-TV Saginaw, to WJRT (TV) Flint, both Michigan, in film department.

• MILT GRANT, air personality of WTTG (TV) Washington, adds daily show over WWDC-AM-FM, that city.

• DON SHERWOOD, air personality of KSFO San Francisco, to KTVU (TV) Oakland-San Francisco as host of nightly half-hour variety show, Mon.-Fri., effective May 4.

• ALLEN SHAW, formerly assistant man-

NAB memorial

The NAB committee exploring the establishment of a "broadcasters hall of fame and museum" met Tuesday (April 21), and elected John F. Patt, WJR Detroit, chairman, and Joseph E. Baudino, Westinghouse Broadcasting Co., secretary-treasurer. Everett E. Revercomb, NAB secretary-treasurer, was named assistant treasurer. The undertaking has incorporated as a nonprofit organization—the National Museum of Broadcasting Inc.

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1

ager of KIUP Durango, Colo., to WHB Kansas City as air personality.

• JOHNNY JANO, formerly of KIKS Sulphur, to KNOE Monroe, both Louisiana, as air personality.

• CLIFF WALDON, formerly air personality of WREM Remsen, N.Y., to WGGG Gainesville, Fla., as air personality and sales representative.

• SANDY JACKSON joins KOIL-TV Omaha as air personality.

• EDDIE HILL joins KWAM Memphis, Tenn., as air personality.

• JOE GLOVER, weekend air personality and newsman of WQAM Miami, joins station fulltime.

• BOB BRADLEY, formerly air personality of WLOL-AM-FM Minneapolis, to WPBC, that city, in similar capacity, replacing DON DOTY.

• MIKE GRAHAM to WDVA Danville, Va., as air personality.

• ROBERT F. CONCIE, formerly air personality of KAYO Seattle, to KOMO, that city, in similar capacity.

• EVANGELINE BAKER, formerly air personality of KGO-AM-FM-TV San Francisco, to KNBC-AM-FM, that city, as hostess of daily 25-minute show for women.

• JOHNNY FAIRCHILD to KEZY Anaheim, Calif., as air personality.

Representatives

MR. HOWARD

• BERNARD HOWARD, president of Stars National Inc., N.Y., today (April 27) announces formation of his own national radio-tv station rep company, Bernard Howard & Co., N.Y. Branch offices will be located in Chicago, Los Angeles, San Francisco and Atlanta. Prior to joining Stars National six years ago, Mr. Howard was eastern sales manager for Forjoe & Co., N.Y.

• FRANK A. CASON JR., formerly radio-tv head of Burke Dowling Adams, Atlanta, Ga., appointed manager of Headley-Reed's Atlanta office.

Programming

• RALPH BARUCH, account supervisor, CBS Films, N.Y., appointed director of international sales.

• JERRY FRANKEN, with National Telefilm Assoc., N.Y., since it absorbed Gross-Krasne-Sillerman, N.Y., appointed acting director of publicity, succeeding GEORGE CRANDALL, resigned.

• SAM GANG, formerly director of foreign sales, National Telefilm Assoc., N.Y., joins Bernard Shubert, that city, as director of international sales, effective today (April 27).

• STEWART BARTHELMESS resigns as vp and general manager of Radio Press Inc., N.Y., "voiced" news service for stations. Mr. Barthelmess said his resignation was prompted by personal reasons unrelated to RPI.

• GILBERT S. COHEN, network film program editor, ABC-TV, appointed film manager of ABC Films, N.Y.

• HAL DANSON, formerly, Ziv Television Programs, N.Y., to NTA Program Sales, division of National Telefilm Assoc., N.Y., as account executive. Other new account executives to NTA Program Sales and former companies: PERRY B. FRANK JR., ABC-TV, N.Y.; JOHN GORDON, WCKY Cincinnati; MICHAEL J. GOULD, Gross-Krasne-Sillerman, L.A.; JERRY GRUENBERG, Gran Management, New York motion picture distributors; ALBERT L. KOLITZ, Rank Film Distributors, N.Y.; MARVIN L. LOWE, Guild Films, N.Y.; JOSEPH J. MADALENA, Trans-Lux Tv, N.Y.; ROBERT L. MEECE, Ziv-Tv; LESLIE H. NORINS, KABC-AM-FM Los Angeles; JOSEPH B. PANTELL, account executive in investments; JOE PORTER, ABC Films, N.Y.; DAVE SCHOOLER, Minot Tv, N.Y.; ED STAUB, KRLD-AM-FM Dallas, and R.C. (PETE) MADDUX and JOHN C. ROME, both NTA Television Network, N.Y.

• EDMUND L. HARTMANN, retiring next month after four-year term as president of Writers Guild of America, West, elected to two-year term as chairman of WGA national council. He succeeds ERIK BARNOUW.

• SUMNER LYON, formerly director, radio-tv, Morse International, N.Y., to John Colburn Assoc., industrial film producer, Wilmette, Ill., as vp and creative director.

• LES URBACH, formerly of WGN-TV Chicago, and ELLIOTT SCHICK, of United Film & Recording Co., Chicago, join Fred A. Niles Productions, that city, as producer-directors; H. RICHARD HERTEL, formerly production manager and executive producer of Kling Studios, Chicago, to Niles as editor; NORMAN E. LASKO, formerly of Kling, to Niles as production art director. Other appointments: BILL CRAWFORD, assistant director; HERBERT GRIKA, assistant

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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

art director, and RON CLASKY and JERRY O'MALLEY, assistant editors.

• DON MORRE, program supervisor of McCann-Erickson, has joined Screen Gems, Hollywood, as story editor.

• JACK D. BOZARTH, formerly account executive of N.W. Ayer & Son, Phila., to Sports Network Inc., N.Y., in tv sales and planning department. JACK SIMON, formerly director-producer of KDKA-TV Pittsburgh, to SNI as staff director and member of production department.

Equipment & Engineering

• WILLIAM A. FINK, formerly mid-Atlantic sales manager, professional products division, Ampex Corp., named sales manager, professional products, of ORRadio Industries Inc., Opelika, Ala.

• JOHN A. MAYBERRY, formerly district distributor sales manager, electron tube division, Sylvania Electric Products, N.Y., appointed merchandising manager for dealer products, CBS-Hytron, Danvers, Mass.

• VINCENT E. O'SULLIVAN, formerly of Industrial Chemicals Div. of American Cyanamid Co., N.Y., joins Sylvania Electric Products as advertising and sales promotion supervisor of Sylvania Electronic Systems, headquartering in New York.

• JOHN M. HALEY, supervisor of customer adjustment department, Sylvania Electronic Tubes, Seneca Falls, N.Y., named manager of customer service, picture tube operations. He replaces J. PAUL CIVITTS, appointed manager of Sylvania's tv picture tube plant, Monterey, Mexico.

• ELMER H. NIEHAUS, in application engineering at General Electric's tube plant, Owensboro, Ky., appointed commercial engineer for receiving tube department, Syracuse, N.Y.

• ROBERT E. RUTHERFORD, formerly director of tube operations of research and development section of DuMont Labs, Clifton, N.J., named manager of vacuum tube section of CBS Labs, Stamford, Conn. BERNARD R. LINDEN, manager of photosensitive devices engineering department, DuMont Labs, to assistant manager of CBS Labs.

• EDWARD O. JOHNSON, engaged in research at RCA Labs, Princeton, N.J., appointed manager, high temperature product development, RCA Semi-conductor and Materials Div. He will work at both Sommerville, N.J., plant, and RCA Labs.

Allied Fields

• JAN VAN EMMERIK, formerly media research manager, Lennen & Newell, N.Y., named general manager of Tv Q, television rating service, originated by Home Testing Institute Inc., N.Y.

• BENJAMIN M. MCKELWAY, editor of *Washington Evening Star* (WMAL-AM-FM-TV), re-elected president of Associated Press. Others with broadcast affiliations include MARK F. ETHRIDGE, publisher of *Louisville Courier-Journal* (WHAS-AM-TV), named first vp; RICHARD W. CLARKE, executive editor of *New York Daily News* (WPIX [TV]), elected to executive committee; FRANKLIN D. SCHURZ, publisher of *South Bend* (Ind.) *Tribune* and *Sunday Tribune* (WSBT-AM-TV), elected director. Re-elected director was KENNETH MACDONALD, editor of *Dallas Times Herald* (KRLD-AM-FM-TV).

• JOSEPH J. LA BARBERA, formerly director of communications and press relations of Title Insurance and Trust Co., L.A., named vp of Spotlite News, that city, national tv newsreel organization.

• D. TENNANT BRYAN, *Richmond* (Va.) *Times Dispatch & New Leader* (WRNL-AM-FM), re-elected president of American Newspaper Publishers Assn. Also re-elected: MARK FERREE, Scripps-Howard newspapers (WEWS [TV] Cleveland, WCPO-AM-TV Cincinnati, WNOX Knoxville and WMC, WMCF [FM] and WMCT [TV] Memphis), vp, and J. HALE STEINMAN, *Lancaster* (Pa.) *Intelligencer Journal & New Era* (WGAL-AM-FM-TV Lancaster), treasurer.

• HOWARD W. TOWN, formerly engineer of RCA, N.Y., to National Educational Tv & Radio Center, Ann Arbor, Mich., as technical director.

• CY KERTMAN, formerly promotion manager, Warner Bros. Record Sales Corp., Burbank, Calif., resigns to open his own public relations and personal management office in Beverly Hills, Calif., with branch offices in New York.

• WILLIAM R. BARTON, formerly west coast editor of *Film Daily* and *Radio-*

Another hat

Bill Veeck, majority owner of the Chicago White Sox American League baseball team, and his wife, Frances Veeck, join together for a Monday evening sports commentary over WBKB (TV) Chicago. Client: State Farm Mutual Automobile Insurance Co., Bloomington, Ill. Agency: Needham, Louis & Brorby, Chicago.

Davidson Taylor, formerly a vice president of both CBS and NBC, has been appointed director of the Arts Center Program for Columbia U., effective May 15.

MR. TAYLOR

The $6½ million Arts Center, when completed, will house a graduate school of modern arts uniting the university's activities in arts and communications. Mr. Taylor's duties, explained university President Grayson Kirk, will not only include fund raising but also the "planning and supervision of the physical structure of the Center, and the main task of directing the activities which will be housed in it."

Mr. Taylor was with CBS from 1933-1949, serving there as vice president of both programs and public affairs. He was vice president of NBC from 1954-58 also in the fields of public affairs and programs.

Tv Daily, named editor of *Film & A-V World*, monthly magazine covering films in educational, industrial, tv, etc., fields.

• LORRAINE GORI, formerly project director, media studies, Alfred Politz Research, N.Y., appointed project director of Audits & Surveys Co., N.Y.

• MRS. ELINOR ROYEN, formerly of NBC and CBS, both Washington, D.C., joins Carl Byoir & Assoc., Washington public relations firm.

International

• TREVOR G. GOODMAN, vp and manager of Toronto, Ont., office of Young & Rubicam Ltd., to vp and managing director of company, with offices in Toronto and Montreal, Que. C. WILLIAM VAN HOUTEN, head of contract department of agency, succeeds Mr. Goodman as vp and manager of Toronto office.

• BARRIE THORNE, BBC's North American representative, named treasurer, radio-tv services, and leaves New York May 6 to take up his appointment in London. DEREK RUSSELL, head of publicity in London, is Mr. Thorne's successor.

• CHARLES C. HOFFMAN, executive vp of Bureau of Broadcast Measurement, Toronto, Ont., resigns effective in June for new post outside broadcasting.

• EDWARD LLOYD MOORE, 68, formerly manager of CFRB Toronto, Ont., died April 18 following heart attack at his home in Toronto. Before joining CFRB he had been manager of CKOC Hamilton, Ont., and of former CKGW Toronto.

• JACK KENT COOKE, owner of CKEY Toronto, Ont., has established Kentco Records Co., N.Y., as subsidiary of Consolidated Frybrook Industries Ltd., Toronto, record manufacturers in Canada. He plans to press records using Canadian and U.S. talent in New York.

• PHIL STONE, announcer of CHUM Toronto, Ont., promoted to director of public service and live talent departments.

BOOKS

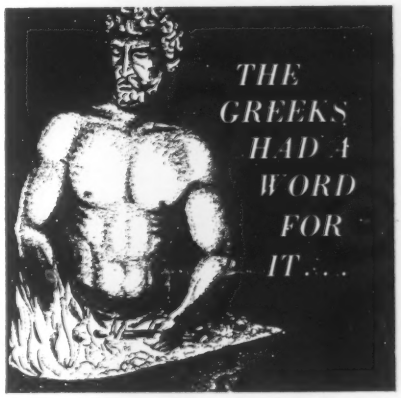
• *Freedom of Speech by Radio and Television, by Elmer E. Smead, Public Affairs Press, 419 New Jersey Ave., S.E., Washington 3, D.C.; 182 pp.; $4.50.*

The problems, present and past, of the broadcaster in walking the precariously balanced line between government regulation and self regulation while serving the public interest and at the same time making a return on his investment is treated by Dr. Smead, professor of government at Dartmouth, who for the past 10 years has concentrated on the field of government regulation of broadcasting.

Dr. Smead's thought-provoking and dispassionate chapters cover programming (and advertising) content in the public interest; public interest problems such as program balance, controversies and commercial-sustaining balance; news and the various influences on news coverage; regulation and the conflicts engendered by it; politics affecting broadcasting, and an appendix on the engineering, political and economic motives that create — and resolve — the many problems of the business.

• *Electronic Communication, by Robert Shrader, McGraw-Hill Book Co., 330 W. 42nd St., New York 36; 937 pp.; $13.*

The dust jacket of this volume wraps up the contents as including: "Everything you need to know about electricity, electronics and radio to pass FCC amateur or commercial license examinations." The author is an instructor in radio communications at the Laney Trade-Technical Div. of Oakland (Calif.) Junior College.



VULCAN
ΧΑΛΚΕΥΣ
ARMORER

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.

And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

Low-power tv station

Electron Corp. of Dallas, Tex., a subsidiary of Ling Electronics Inc., Culver City, Calif., has introduced a complete low-power broadcast television station for vhf or uhf. Components include: cameras, transmitter, film and slide chain, monitors, antenna, audio facilities and all other operating accessories.

The station will give coverage of Class A signal characteristics within a radius of 15-20 miles with a 100-200-ft. antenna. The studio equipment, film chain and transmitter can be housed in a 10 x 12-ft. room and maintained by three persons.

Prices: Installed ready for operating, $26,500. Variations in equipment suitable for educational tv can bring the price down to $19,000. Electron has established a department to prepare and submit tv applications to the FCC.

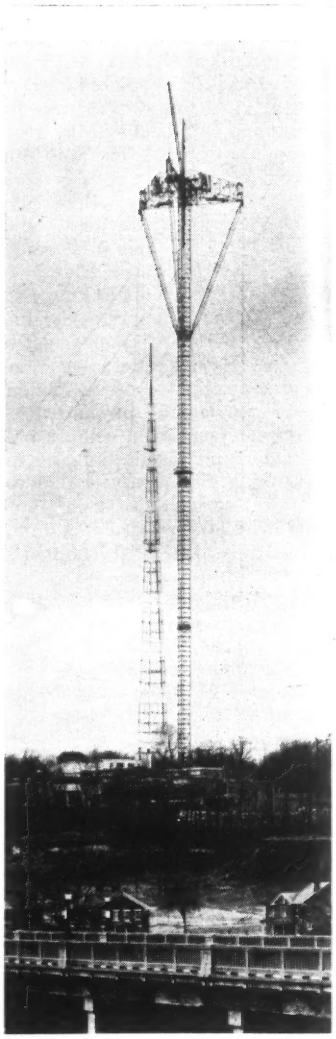
• Technical topics

• Houston Fearless Corp., Los Angeles, is marketing a new automatic rapid spray film processor. The company says 16 mm or 35 mm monochrome positive movie film can be processed at speeds up to 150 ft. a minute while negative film is processed up to 100 ft. a minute with the new machine. This is made possible by high impingement spray application of the developing solution, fix and wash, utilizing improved spray bars that assure uniform results. Impingement drying also is employed. HF address: 11807 W. Olympic Blvd., Los Angeles 64.

• Philco Corp., Philadephia radio, tv and appliance manufacturer, filed a patent infringement suit last week in the U.S. district court in Wilmington, Del., against Admiral Corp. Philco charged Admiral had used a Philco-patented portable tv receiver design, without taking out a license from the Philadelphia manufacturer. Philco asked for an injunction and an accounting of profits.

• The Middle Eastern District meeting of the American Institute of Electrical Engineers this month in Baltimore heard John B. Bullock, RCA engineer at Camden, N.J., report on the operation of a privately-owned microwave system. In his paper on "A Medium Haul Private Microwave System for Television," Mr. Bullock described a three-channel, five-hop system carrying programs from Denver, Colo., to Rapid City, S.D., where it feeds a community antenna system. Important aspects of this system, Mr. Bullock said, are: use of equipment which demodulates to baseband at each repeater; high-quality performance on color signals, and the system's antenna multiplexing which is accomplished by using waveguide filters and circulators. Throughout the system the three transmitters at any one location are fed to a single antenna and the three receivers.

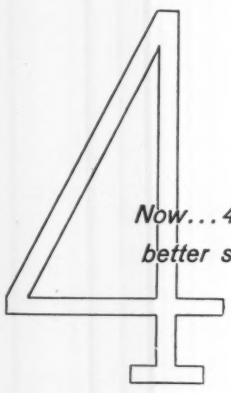
• Ampex Corp. during March shipped 40 VR-1000 Videotape recorders to 19 stations and production companies, including these U.S. tv stations: WFLA-TV Tampa, Fla.; KFMB-TV San Diego, Calif.; KGBT (TV) Harlingen, Tex.; KTRK-TV Houston, Tex.; WLW-TV Cincinnati, Ohio; WPRO-TV Providence, R.I.; WDAF-TV Kansas City, Mo. (two units); KFJZ-TV Fort Worth, Tex.; KTNT-TV Tacoma, Wash., and KTEN (TV) Ada, Okla. The machines shipped to San Diego, Harlingen, Cincinnati and Fort Worth are the first vtr recorders to go to those cities, Ampex reported. Also during March, Ampex completed delivery of 12 color tape recorders ordered by NBC. Foreign shipments included seven units to Mexico, two to England, one to West Germany and four to Japan.



Interim "Candelabra" report • The second phase in the construction of the 730-foot tv tower to be used jointly by WBAL-TV, WMAR-TV and WJZ-TV, all Baltimore, has begun. With mechanical work completed RCA engineers in conjunction with station engineers have started the electrical checkout of the antenna systems.

Boasting the first "Candelabra" top to be built on the East Coast, the tower was designed and fabricated by the Dresser-Ideco Co., Columbus, Ohio. United States Steel's T-1 constructional alloy steel was used in the lower legs to bear the weight of the top and its three 10-ton antennas.

Upon completion of electrical tests, the stations will start the final phase—the installation of the transmitting equipment.



R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

CINCINNATI, O.
Paul E. Wagner
Fifth Third Bank Bldg.
DUnbar 1-7775

WEST COAST
Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

'NICE' CAMPAIGN

Thousand vie to name KYW's friendly imp

The friendly imp of KYW Cleveland was around quite a while before he ever acquired a name.

Now, after a two-week contest, climaxing the little fellow's four-month stand this year on the air and in KYW promotion, he has a name: "Elfis," picked from nearly a thousand entries.

NICE THINGS HAPPEN . . .

Elfis is an integral figure in a general sales and goodwill campaign, the "Nicest Things Are Happening" promotion. The Westinghouse station for four months this year arranged for nice things to happen to listeners, to advertisers and to their agencies.

KYW planned surprises to brighten winter months and keep attention focused on a happy station image. Some of the "happenings":

. . . to Listeners • Car cards and posters reminded that the "Nicest things happen to KYW listeners."

Local industry employes were saluted regularly on the air for nice deeds performed on the job.

Special community service projects were undertaken by KYW. These included a star-studded benefit for retarded children, co-sponsorship of an office-girl "Mardi Gras," and participation in the area boat show with special promotions for many thousands of visitors.

"Nice" stories were included in the KYW news whenever possible. "Nice" records and programming got a big play.

Gifts went out to Cleveland parents of babies born on the 11th of each month (KYW is at 1100 on the radio dial).

Elfis, famed in jingle and advertising, made the rounds of Kroger supermarkets, civic, social and fraternal affairs, handing out gifts to those who came up and identified him (see picture).

. . . to Advertisers • Three advertisers took advantage of the "Nicest Things Happen" campaign for special promotions in cooperation with the Kroger Co. supermarkets ("The nicest things happen when you go Krogering"). Oasis and Chesterfield cigarettes, Schlitz beer and Ideal dog food, all tied in air schedules with special displays at Kroger stores during designated weeks, with a complete kit of supporting promotion.

. . . to Agencies • Advertising people got frequent reminders of the theme from January through April. Trade impressions were registered with candy gifts and other mailings. Agency executives got free drinks at plush places in Chicago, Detroit, Cleveland and New York if their birthdays fell within the four months (letters of credit were sent for the toasts). Trade advertising carried the happy faces theme.

Letterheads featured the Elfis drawing in a warm pink, with separate versions each for listeners, advertisers and agencies.

Janet Byers, KYW advertising-promotion manager, is responsible for the nicest-things campaign. Assigned to personifying the imp was Jack Villari, a vocalist on the KYW *Road Show*. Besides appearing at innumerable functions to hand out gifts, he also took busloads of shoppers on free rides and picked up grocery tabs from time to time when purchases rang up to include the number 11 on the cash register.

ELFIS IN ACTION

They tear his clothes too

Many vouch for WGY

WGY Schenectady, N.Y., has a backlog of 1,400 recorded testimonials for on-the-air promotion. The tapes were recorded during the station's contest to find the "Smoothest Voice Around" at its booth in the Greater Albany Home Show. The 1,400 women who entered the contest gave permission for their recordings to be broadcast. First and second prizes: 13 cubic-ft. GE refrigerator and a GE washer, respectively to the winners.

KETV (TV) asks 'Brand It'

A KETV (TV) Omaha, Neb., contest that invited viewers to identify debranded products was staged as a merchandising extra for advertisers. Nearly 3,500 entries were received identifying 15 national products that had been shown on tv with the words "Brand It" masking product names.

Worldwide service

Volunteer WWJ Detroit engineers are manning amateur station W8USA at WWJ-TV's transmitter site round-the-clock to receive messages from local men stationed at distant military bases. The shortwave transmitter that sends the servicemen's messages is aboard a Military Air Transport System plane. Interviews with the servicemen, conducted by WWJ newsman Britton Temby, are recorded and broadcast on station newscasts.

KPLK ups power on birthday

KPLK Dallas, Ore., took advantage of its fourth anniversary to announce that the station's power had been doubled (500 w to 1 kw) and that it would

PRICE
QUALITY
DEPENDABILITY
. . . make the DIFFERENCE!

TOWERS FOR ALL COMMUNICATION PURPOSES

TOWER CONSTRUCTION CO.
2723 Hawkeye Drive
SIOUX CITY, IOWA

Write for Free 92 Page Book!

War Council • WERE Cleveland invited Cherokee, Wotomnes-Mewauk and Sioux tribesmen to the Cleveland Advertising Club luncheon pow-wow opening the baseball season. Here Frank Lane, general manager of the Cleveland Indians team, unrolls a "papoose" bundle just handed him by a squaw-costumed beauty who told him, "This is your baby." Mr. Lane is surrounded by Cherokee Indian Jim Fletcher (c), Joe Gordon (r), Indians field manager, team members and ad clubbers in headbands. WERE originates games for a 41-station Indians network.

spearhead a regional promotion this summer.

The community promotion, brainchild of Ray L. Kozak, station manager, is a bean picking contest patterned after the annual midwest corn harvesting event. It will be conducted mid-August in cooperation with the Oregon State College and Northwest Freezers & Packers. Substantial prizes will be awarded to contestants.

Guest of honor at KPLK's birthday luncheon was Oregon Governor Mark Hatfield.

WKOW-TV helps bank accounts

A Junior Savers Club promotion by the Bank of Madison (Wis.) over WKOW-TV there (BROADCASTING, Feb. 16) has produced more than 1,000 new accounts for the bank within 13 weeks. The bank sponsors a western series Sundays, 5:30-6 p.m.

A ceremony at which the 1,000th Junior Saver was presented with artist's material for his painting hobby was telecast by WKOW-TV. The bank gives cowboy-apparel premiums and movie tickets to children as their savings accounts grow.

The Junior Saver promotion was conceived and produced by Fred A. Rickli, president of Madison Adv.

Pre-empted but not silent

WMCA New York staged a private "broadcast" when a half-hour of the *Ted Steele Show* was pre-empted by Conelrad April 17. Mr. Steele's d.j. show went to Newark, N.J., to the Memorial Center for Women. For several days prior to the Conelrad test Mr. Steele had asked listeners to send in their reasons for not wanting to miss a half hour of radio. Out of several hundred replies, a card from a patient at the Memorial Center was selected as the winner and Mr. Steele went to the center for a record and interview program over the p.a. system.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position
company name
address
city zone state
Please send to home address — —
* Occupation Required

• Drumbeats

• The first annual salute to St. Louis food brokers was undertaken by KMOX there yesterday (April 26). The week is proclaimed "Food Brokers' Week" by Mayor Raymond R. Tucker. One of the major features is a Teamwork Breakfast, which is expected to draw 100 food brokers.

• Luke and Zeke, two bearded "hillbilly characters" greeted listeners on the streets of Memphis to help announce the new call letters of country music station KWAM Memphis, formerly KWEM. Accompanying Luke and Zeke were a couple of models wearing radio-equipped barrels. They strolled around giving out candy kisses to passersby. Posters on Memphis buses and billboards augmented the announcement of the "new KWAM."

• Warner Bros., Burbank, Calif., is licensing manufacture of "Kookie combs." The name comes from Kookie, the part played by Edward Byrnes in *77 Sunset Strip* (ABC-TV, Friday 9:30 p.m.) who constantly combs his hair. A flood of requests for Kookie's combs followed Mr. Byrnes' appearance on *Dick Clark's American Bandstand* on ABC-TV.

• WKRC TV Cincinnati got a slogan coined by city Mayor Donald Clancy on its 10th anniversary. The mayor in official congratulations said, "I know it makes you happy when I say, 'Our eyes are always on you.'"

• Pat Landon, d.j. with WRCV Philadelphia, broadcast 47 commercials free April 15 (his birthday) as a bonus to sponsors.

• A dramatic recreation of the first broadcast over KFI Los Angeles 37 years ago was presented April 16 in a special 55-minute anniversary broadcast.

• WMT-TV Cedar Rapids, Iowa, reports a 51% sales increase during Easter weekend for a service-station client who used three tv announcements to promote a special offer. The stations used WMT-TV's western personality, "Marshal J," to announce that gas patrons would get a baby chick with each gas purchase.

• Some 3,000 secretaries of agency media men were designated as recipients of orchids flown in from Hawaii, compliments of Blair-Tv and Blair Tv Assoc., during National Secretaries' Week (April 19-26). The salutation accompanying the flowers: "Sh-h-h, this one's for you!"

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 16 through April 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Pocatello, Idaho — James C. Wallentine, vhf ch. 10 (192-198 mc); ERP 22.36 kw vis., 11.20 kw aur.; ant. height above average terrain 937 ft., above ground 141 ft. Estimated construction cost $88,070, first year operating cost $216,000, revenue $228,967. P.O. address 564 S. 2nd East St., Logan, Utah. Studio location Pocatello. Trans. location 2½ miles west of Pocatello. Geographic coordinates 42° 52′ 20″ N.Lat., 112° 30′ 47″ W.Long. Trans. Gates, ant. RCA. Consulting engineer Lyle O. Wahlquist. Mr. Wallentine owns 40% interest in KVEL Vernal, Utah. Ann. April 22.

Salem, Ore.—Salem Bcstg. Co., vhf ch. 3 (60-66 mc); ERP 29 kw vis., 17.4 kw aur.; ant. height above average terrain 985 ft., above ground 300 ft. Estimated construction cost $164,500, first year operating cost $220,000, revenue $240,000. P.O. address 369 High St., N.E., Salem. Studio location Salem. Trans. location 7 miles west-northwest of Salem. Geographic coordinates 44° 57′ 59″ N.Lat., 123° 08′ 01″ W.Long. Trans.-ant. RCA. Legal counsel Loucks, Zias & Jansky. Consulting engineer Alvin H. Bernard. Principals include **C. O.** and **Jane G. Fisher** and **Nancy A. Harrison** (32% each), who own interests in KUGN-AM-FM Eugene, KUMA Pendleton and KBZY Salem, all Oregon. Ann. April 22.

***Dallas, Tex. — Richardson Independent School District,** uhf ch. 23 (524-530 mc); ERP 0.464 kw vis., 0.352 kw aur.; ant. height above average terrain 179 ft., above ground 121 ft. Estimated construction cost $16,150, first year operating cost $22,500, P.O. address 747 S. Central Expressway, Richardson, Tex. Studio and trans. location 109 Mimosa Ave., Dallas. Geographic coordinates 32° 56′ 15″ N.Lat., 96° 42′ 40″ W.Long. Trans. Electron, ant. Andrew. Consulting engineer Electron Corp., Dallas. Ann. April 15.

Existing Tv Stations

APPLICATIONS

WNBE-TV New Bern, N.C.—Revised engineering specifications tendered for filing to operate on ch. 12, 204-210 mc., ERP; vis. 181 kw, aur. 101.4 kw; ant. height above average terrain 1510 ft.; change trans. location to 1.1 miles due east of Richlands, near Richlands, N.C.; change studio location to (to be determined) and make changes in ant. system. Ann. April 22.

CALL LETTERS ASSIGNED

KXTV (TV) Sacramento, Calif. — Sacramento Telecasters Inc. Changed from KBET-TV.

*WENH-TV Durham, N.H.—U. of New Hampshire. Changed from *WENH (TV).

Translators

Durango Television Translator, Durango, Colo.—Granted cp to replace expired permit for tv translator station on ch. 72 to translate programs of KOB-TV (ch. 4), Albuquerque, N.M. Ann. April 22.

New Am Stations

ACTIONS BY FCC

Brazil, Ind.—Quad Cities Bcstg. Co., Granted 1380 kc, 500 w D. P.O. address 101 Metzger Bldg., Jasper, Ind. Estimated construction cost $29,620, first year operating cost $48,000, revenue $80,000. Owners are **Gilbert E. Metzger, John R. Ax, Louis C. Metzloff** and **Dennis J. Keller** (25% each). Messrs. Metzger, Ax and Metzloff each own 33.33% of WITZ Jasper, Ind., and WITY Danville, Ill. Mr. Keller is general manager of WITZ. Ann. April 22.

Cedar Rapids, Iowa—Laird Bcstg. Co. Inc., Granted 1360 kc, 1 kw DA-D. P.O. address 2355 S. Webster St., Green Bay, Wis. Estimated construction cost $22,000, first year operating cost $65,000, revenue $80,000. Owner also is licensee of WDUX Waupaca, Wis. **Dorothy J. Laird** holds 100% of WDUX stock. Her husband, **Ben A. Laird,** is 83% owner of WDUZ Green Bay, Wis. Ann. April 22.

Fargo, N.D.—Music Bcstrs., Granted 1550 kc, 5 kw, D. P.O. address Realty Bldg., Spokane, Wash. Estimated construction cost $20,600, first year operating cost $65,000, revenue $78,000. Owners are **D. Gene Williams** and **Delbert Bertholf** (37½% each) and **Robert Eubanks** (25%). Mr. Williams owns 51% of KLYK Spokane, Mr. Bertholf, 49%. Messrs. Williams and Bertholf each owns 50% of KOYN Billings, Mont., and 25% of KUDI Great Falls, Mont., and KQDY Minot, N.D. Mr. Eubanks is general manager, KOYN. Ann. April 22.

APPLICATIONS

Centre, Ala.—Cherokee County Radio Station 990 kc., 250 w D. P.O. address 1145 Walnut St., Gadsden, Ala. Estimated construction cost $12,690, first year operating cost $26,000, revenue $36,000. Applicants are **Ruby Jo Clotfelter** (55%) and **Mac M. Thomas** (45%). Both have ownership interest in WPID Piedmont, Ala. Ann. April 21.

Atascadero, Calif.—Radio Cabrillo 1480 kc, 500 w D. P.O. address Box 166, Santa Maria, Calif. Estimated construction cost $23,495, first year operating cost $42,000, revenue $50,000. Equal partners are **James H. Ranger** and **John Zuchelli,** co-owners of KCOY Santa Maria, and **William R. Sinclair,** KCOY employe. Ann. April 22.

Barstow, Calif.—Beam Bcstg. Co. 1420 kc, 1 kw D. P.O. address Box 120, Newberry, Calif. Estimated construction cost $31,631, first year operating cost $55,000, revenue $60,000. Sole owner is **Henry R. Phipps,** former employe KUVR Holdrege, Neb. Ann. April 16.

Newport Beach, Calif.—Yeakel Bcstg. Co. 1420 kc, 5 kw. P.O. address 711 Via Norde, Lido Isle, Newport Beach. Estimated construction cost $42,222, first year operating cost $75,000, revenue $100,000. Sole owner, **Robert A. Yeakel** is auto and boat dealer. Ann. April 16.

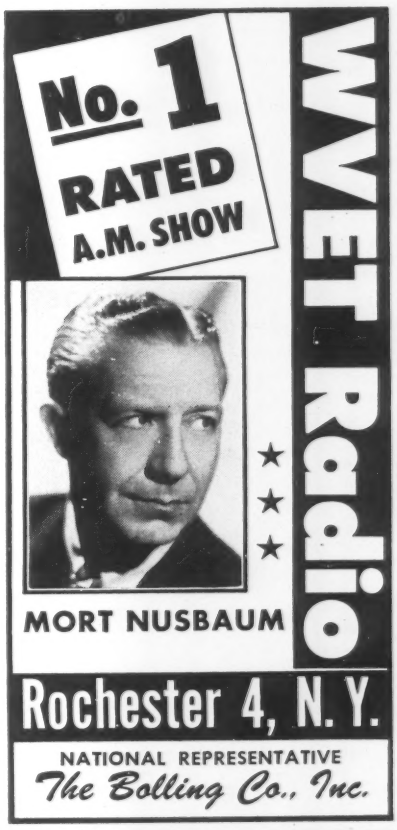
Blountstown, Fla. — Sunshine Radio Co. 1370 kc, 1 kw D. P.O. address Box 1114, Sylva, N.C. Estimated construction cost $15,404, first year operating cost $30,000, revenue $36,000. Applicants are **James B. Childress** (51%) and **Carlton W. Elkins** (49%). Mr. Childress owns WKRK Murphy, WKSK West Jefferson, both North Carolina, and has minority interest in WMSJ Sylva, N.C. Mr. Elkins is program director WMSJ. Ann. April 20.

Iuka, Miss.—E. C. Holtsford 1270 kc, 1 kw D. P.O. address Iuka, Miss. Estimated construction cost $18,025, first year operating cost $30,000, revenue $42,000. Sole owner, Mr. Holstford is publisher of weekly newspapers in Iuka and Belmont, both Mississippi. Ann. April 20.

Espanola, N.M.—B & M Bcstrs. Inc. 970 kc, 1 kw D. P.O. address Box 1298, Albuquerque, N.M. Estimated construction cost $22,725, first year operating cost $36,000, revenue $42,000. Applicants are **E. Boyd Whitney** (60%), **George A. Oliver** (30%) and **Jesse R. French** (10%). Applicants own similar interest in KLOS Albuquerque. Ann. April 22.

Taos, N.M.—Capitol Bcstg. Co. 1340 kc, 250 w. P.O. address Box 1718, Cortez, Colo. Estimated construction cost $16,150, first year operating cost $30,000, revenue $42,000. Equal partners are **Donald Boston,** half-owner KBLT Big Lake, Tex., and **Jack W. Hawkins,** who has interests in KVFC Cortez, Colo., KIUN Pecos, KFST Fort Stockton and KVLF Alpine, all Texas. Ann. April 20.

North Wilkesboro, N.C.—Stuart W. Epperson 1570 kc, 1 kw D. P.O. address Ararat, Va. Estimated construction cost $18,004.



MAY COMPANY
PICKS JACKSONVILLE
Morton D. May, President
May Department Stores Company
The May Department Stores Company has picked Jacksonville for its first store in the Southeastern United States. The May Company's new store shows their faith in the State of Florida's Gateway City and Jacksonville enthusiastically welcomes this new addition to the rapidly expanding North Florida economy.
AND JACKSONVILLE PICKS WFGA-TV
NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.
(Fourth of a Series)
WFGA — TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

first year operating cost $38,600, revenue $47,000. Mr. Epperson is recent graduate Bob Jones U. Ann. April 22.

Troy, N.C.—Montgomery County Bcstg. Co. 1390 kc, 500 w D. P.O. address Box 35, Troy. Estimated construction cost $14,080, first year operating cost $20,000, revenue $25,000. Equal partners are **James R. McKenzie Jr.** and **J. Paul Wallace.** Mr. McKenzie is division manager Radio Recorders Inc., Hollywood. Mr. Wallace is Troy businessman. Ann. April 16.

Winnsboro, S.C.—Robert H. Epperson 980 kc, 500 w D. P.O. address Box 209, Mt. Airy, N.C. Estimated construction cost $7,500, first year operating cost $19,500, revenue $28,000. Mr. Epperson has minority interest in WSYD Mt. Airy, N.C. Ann. April 21.

Existing Am Stations

ACTION BY FCC

KXL Portland, Ore.—Granted application for increase of power from 10 kw to 50 kw, continuing operation on 750 kc, DA-1, L-WSB; engineering conditions. (On Feb. 18 Commission deferred action on that part of KXL petition which requested immediate consideration of its application.) Ann. April 22.

APPLICATIONS

KROW Oakland, Calif.—Cp to increase power from 1 kw to 5 kw, install DA-1, install new ground system and new trans. (960 kc). Ann. April 22.

KSUE Susanville, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. April 22.

KUBA Yuba City, Calif.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (1600 kc). Ann. April 17.

WSIR Winter Haven, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. April 22.

WKEU Griffin, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. April 20.

WMGA Moultrie, Ga. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Sec. 3.28 (c) of rules.) (1400 kc). Ann. April 17.

WOMI Owensboro, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. April 16.

KTTR Rolla, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. April 20.

WGNI Wilmington, N.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 22.

WJMO Cleveland Heights, Ohio—Mod. of cp to increase daytime power from 250 w to 1 kw, install DA for daytime use, make changes in ground system, install new trans. and delete remote control operation of trans. (1490 kc). Ann. April 17.

WIOI New Boston, Ohio—Mod. of cp which authorized new standard broadcast station to increase power from 500 w to 1 kw (1010 kc). Ann. April 16.

WCMB Harrisburg, Pa.—Cp to change from DA-2 to DA-N (1460 kc). Ann. April 21.

KREW Sunnyside, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. April 22.

WDUZ Green Bay, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. April 22.

CALL LETTERS ASSIGNED

WPRN Butler, Ala.—Radio Butler Co.

KXXI Golden, Colo.—Golden Radio Inc. Changed from KHOK.

WLIZ Lake Worth, Fla.—Gold Coast Bcstg. Co. Changed from WFPB.

WDEB Pensacola, Fla.—Johnston Bcstg. Co.

KIMO Hilo, Hawaii — James E. Jaeger. Changed from KILA.

KPOI Honolulu, Hawaii — South Pacific Bcstg. Co. Ltd. Changed from KHON.

KGHS International Falls, Minn.—International Falls Bcstg. Inc.

WDLT Indianola, Miss.—Radio Cleveland Inc. Changed from WNLA.

KURL Billings, Mont.—Yellowstone Bcstg.

KYVA Gallup, N.M.—Radio Station K---.

WFYI Mineola, N.Y.—WKIT Inc. Changed from WKIT.

WGAS South Gastonia, N.C. — Mace, Groves & Mace.

KISN Vancouver, Wash.—Star Bcstg. Inc. Changed from KVAN.

New Fm Stations

ACTION BY FCC

Bridgeport, Conn.—Connecticut-New York Bcstrs. Inc. Granted 99.9 mc, 9 kw. P.O. address 97 Elm St., Hartford 14, Conn. Estimated construction cost $17,845. Applicant owns WICC-AM-TV Bridgeport. Ann. April 22.

APPLICATIONS

Atlanta, Ga.—Great Commission Gospel Assn. Inc., 94.9 mc, 70.7 kw. P.O. address Box 77, Atlanta. Estimated construction cost $1,050, first year operating cost $6,000, revenue $6,000. Applicant owns WAVO Avondale Estates, Ga. Ann. April 16.

Marietta, Ga.—Marietta Bcstg. Inc., 101.5 mc, 1.34 kw. P.O. address 112½ Atlanta St., Marietta. Estimated construction cost $8,290, first year operating cost $7,500, revenue $7,500. Applicant owns WBIE Marietta. Ann. April 20.

***Duluth, Minn.—U. of Minnesota,** 89.1 mc, .009 kw. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Ann. April 22.

Kearney-Holdrege, Neb. — Bi-States Co., 98.9 mc, 56.75 kw. P.O. address 414-416 East Ave., Holdrege. Estimated construction cost $27,190, first year operating cost $8,000, revenue $18,000. Bi-States owns KHOL-TV Kearney. Ann. April 16.

Wildwood, N.J.—Francis J. Matrangola, 100.7 mc, 3.5 kw. P.O. address 3010 New Jersey Ave., Wildwood. Estimated construction cost $9,661, first year operating cost $5,000, revenue $5,000. Sole owner, Mr. Matrangola, is owner WCMC Wildwood. Ann. April 20.

Aztec, N.M.—I. E. Shahan, 94.9 mc, 3.44 kw. P.O. address 407 W. Broadway, Farmington, N.M. Estimated construction cost $5,215, first year operating cost $8,000, revenue $8,000. Sole owner, Mr. Shehan, is permittee KNDE Aztec. Ann. April 17.

Nashville, Tenn.—WSIX Inc., 97.5 mc, 9.03 kw. P.O. address 1402 Nashville Trust Bldg. Estimated construction cost $3,504, first year operating cost $2,400, revenue $2,400. Applicant owns WSIX Nashville. Ann. April 16.

Existing Fm Stations

ACTIONS BY FCC

WDWS-FM Champaign, Ill.—Granted SCA to furnish background music service on multiplex basis. Ann. April 22.

KQAL-FM Omaha, Neb.—Granted SCA to furnish background music service on multiplex basis; engineering condition. Ann. April 22.

WCOS-FM Columbia, S.C.—Granted SCA to furnish background music service on multiplex basis. Ann. April 22.

CALL LETTERS ASSIGNED

WBRC-FM Birmingham, Ala.—WBRC Inc. Changed from WTAF (FM).

KCAL-FM Redlands, Calif. — Southwest Bcstg. Inc.

KXRQ (FM) Sacramento, Calif.—Dale W. Flewelling.

WFMM-FM Baltimore, Md.—Commercial Radio Institute Inc.

*WIRQ (FM) Rochester, N.Y.—Board of Education of Central School District No. 3 of Town of Irondequoit.

WFBG-FM Altoona, Pa.—Triangle Publications Inc.

WILY (FM) Pittsburgh, Pa.—Dynamic Bcstg. Inc.

KTSA-FM San Antonio, Tex.—Sunshine Bcstg. Co.

WEKZ-FM Monroe, Wis.—Green County Bcstg. Co.

Ownership Changes

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Granted assignment of license to **Slatton-Quick Inc. (C.H. Quick,** vice president, has interest in WJBB Haleyville); consideration $85,000. Ann. April 22.

WHTB Talladega, Ala.—Granted assignment of license to **Radio Alabama Inc. (James L. Coley,** president, and other stockholders have interest in WRFS-AM-FM Alexander City, and WETU Wetumpka); consideration $25,000 plus lease of land for $75 monthly. Ann. April 22.

KPOP Los Angeles, Calif.—Granted assignment of license from **J. Frank Burke Sr.,** et al., to **Storer Bcstg Co.;** consideration $900,000; conditioned to Storer disposing of one of its seven existing am stations. Comr. Bartley dissented. Storer owns WAGA-AM-FM-TV Atlanta; WJW-AM-FM-TV Cleveland; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WGBS-AM-FM Miami; WWVA-AM-FM Wheeling; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee. Ann. April 22.

KGRL Bend, Ore.—Granted assignment of cp to **Clarence E. Wilson, Charles B. Field** and **John H. McAlpine,** d/b **K-GRL Bcstrs.;** consideration $590 for 49% interest. Ann. April 22.

WWWW Rio Piedras, P.R.—Granted assignment of license to **Abacoa Radio Corp.** (WMIA Arecibo); consideration $50,000. Ann. April 22.

WMCP Columbia, Tenn.—Granted transfer of control from **F. E. Whitaker,** et al., to **B. C. Eddins** (interest in WFMH-AM-FM Cullman, Ala.) and **John R. Crowder** (interest in WEKR Fayetteville, Tenn.); consideration $57,000 and agreement that transferors not compete in Maury County for five years. Ann. April 22.

WZYX Cowan, Tenn.—Granted transfer of control from **Michael R. Freeland** to **George W. Claiborne** and **Charles R. Morris;** consideration $2. Ann. April 22.

KBLT Big Lake, Tex.—Granted assignment of license from **Jim Sample** and **Donald Boston** to **Don Renault,** d/b **Permian Basin Bcstrs.;** consideration $28,365. Ann. April 22.

KBRZ Freeport, Tex.—Granted assignment of license to **Radio Brazosport Inc. (Garfield Kiel,** vice president, has interest in KWED Seguin); consideration $80,000. Ann. April 22.

APPLICATIONS

WEDR Birmingham, Ala.—Seeks transfer of control of **WEDR Inc.** from **Edwin H. Estes,** majority owner to **Ruth L., Helen V.** and **Vincent A. Sheehy III, James R. Bonfils, Jerry C. Cohen, Maurice H. Graham, Roger Gordon** and **Ruth Ann Kiley** for $225,000. Messrs. Sheehy, Cohen and Graham are Washington, D.C. automobile dealers. Mr. Bonfils is former manager WTTG-TV Washington, and Mr. Gordon is tv director at WTTG, and producer for Voice of America. Ann. April 22.

KOFA Yuma, Ariz.—Seeks transfer of control of 100% of stock of **Broadcasters Inc.** owned by **Henry H. Schechert** to **Thomas Williams** for $10,500. Mr. Williams has half-interest in KIAL Astoria, Ore. Ann. April 16.

KTCS Fort Smith, Ark.—Seeks assignment of license from **H. Weldon Stamps to United Bcstg. Co.** for $17,000 and $5,200 annually for five years as consultant. United is owned by **Charles** and **Thomas L. Fite** (49%) and

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 22

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,318	38	121	656
FM	562	34	143	82
TV	454[1]	66	106	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 22

	VHF	UHF	TOTAL
Commercial	439	81	520[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

others. Charles Fite is in real estate and Thomas Fite owns drive in restaurants. Ann. April 22.

KCNO Alturas, Calif.—Seeks assignment of license from **Stulor Corp.** to **R. W. Hansen** for $70,000. Applicant is employe KDAN Eureka, Calif. and son of **W. H. Hansen**, owner KDAN. Ann. April 21.

KERO-TV Bakersfield, Calif.—Seeks transfer of control of **Marietta Bcstg. Inc.** from **J. D. Wrather Jr.** and **Edward Petry Inc.** to **Transcontinent Television Corp.** Marietta owners will become stockholders in Transcontinent, with Mr. Wrather owning 22.15%, Petry Co. 12.66%. Major owners in Transcontinent include **J. Fred Schoellkopf IV, Seymour H. Knox III, David Forman, George F. Goodyear, Paul A. Schoellkopf Jr. David C. Moore** is president. Also in merger is KFMB-AM-FM-TV San Diego. Transcontinent presently owns WGR-AM-TV Buffalo, WROC-TV Rochester, both New York; 60% of WNEP-TV Wilkes-Barre-Scranton, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va. (BROADCASTING April 20). Ann. April 22.

KBMX Coalinga, Calif.—Seeks assignment of license from **Sheldon Anderson** to **Meldean Upp** for $35,000. Applicant has interest in service station. Ann. April 16.

KDAN Eureka, Calif.—Seeks assignment of license from **W. H. Hansen** to **Radio K-DAN Inc.** owned by **James F. Hadlock** (74%), **Naum B. Healy** (22%) and **Arvo Van Alstyne** (4%) for $225,000. Applicants have interest in KBUC Corona, Calif. and Mr. Hadlock is one-third owner KDOT Reno, Nev. Ann. April 21.

KFMB-AM-FM-TV San Diego, Calif.—Seeks transfer of control of **Marietta Bcstg. Inc.** from **J. D. Wrather Jr.** and **Edward Petry & Co. Inc.** to **Transcontinent Television Corp.** For details, see KERO-TV Bakersfield, Calif. (above). Ann. April 22.

KOMY Watsonville, Calif.—Seeks assignment of license from **Francis T. Crennan** to **KOMY Inc.**, owned by Mr. Crennan. Ann. April 20.

KDAD Weed, Calif.—Seeks assignment of cp of **KDAD Bcstrs.** from **John H. McAlpine** and **Jay C. Lemire** to **Mr. Lemire** for $2,200. Ann. April 22.

KHIL Brighton, Colo.—Seeks assignment of license from **Edward A. Brown**, administrator of estate of **John Babcock**, deceased, to **Arline H. Steinbach** for $75,000. Mrs. Steinbach is former owner of KLMO Longmont, Colo. Ann. April 16.

WILI Willimantic, Conn.—Seeks assignment of license from **Windham Bcstg. Co.** to **Herbert C. Rice** for $107,000. Mr. Rice is former vp Mutual Broadcasting System and is presently independent radio tv producer and has interest in firm which packages and sells U.S. flags. Ann. April 22.

WPRY Perry, Fla.—Seeks transfer of control from **E. P. Martin**, deceased and **John A. Branch**, each presently owning approximately one-third to **Alpha B. Martin** for $17,040. Ann. April 16.

KBRV Soda Springs, Idaho.—Seeks transfer of control of 80% of **Caribou Bcstg. Inc.** from **Hugh Wagnon, Robert L. Montgomery** and **C. Ed Flandro** to **Glen S.** and **Wendell P. Marshall** for $4,000. Marshall brothers are insurance brokers. Ann. April 22.

WBEL South Beloit, Ill.—Seeks transfer of control of 50% interest from **Lloyd Burlingham** to **Russell G. Salter**, present 50% owner for $150,000. Mr. Burlingham owns KCVR Lodi, Calif. Ann. April 16.

WDEW Westfield, Mass.—Seeks assignment of license from **Westfield Bcstg. Co.** (owned by **Albert L. Capstaff**) to **Westfield Bcstg. Inc.** owned by **Harold J. Martin, John T. Maher, Laurence W. Jones, Paul S. Allen** and **Edward M. Lee** (20% each). Messrs. Martin and Maher are local businessmen, Mr. Jones is employe WDEW, Mr. Allen is accountant, and Mr. Lee is attorney. Ann. April 20.

WCRM Clare, Mich.—Seeks transfer of control of **Gateway to the North Bcstg. Corp.** from **Dan McDonald, Genevieve McDonald** and **John E. Cobb** (each present one-third owners) to **Richard E. Hunt** for $15,250. Mr. Hunt has interests in WPTW Piqua, Ohio and WCBY Cheboygan, Mich. Ann. April 16.

WJMB Brookhaven, Miss.—Seeks transfer of control of **Brookhaven Bcstg. Inc.** through transfer of stock from **Tullius Brady, Dalton Brady** and **Thomas Golding Sr.** to **Aubrey H. Felder** for $51,000. Mr. Felder is former chief engineer WJMB. Ann. April 20.

WMVB Millville, N.J.—Seeks transfer of control of 5% stock interest in **Union Lake Bcstrs. Inc.** from **Harwood L. Knorr** to **Fred M. Wood** (present 45% owner) for $1,250. Ann. April 16.

WAUB Auburn, N.Y.—Seeks assignment of cp from **Herbert P. Michels** to **Atom Bcstg. Corp.** for $5,400 and 25% interest in Atom. Atom includes Mr. Michels (25%) and **J.R. Poppele, Pauline Poppele, June Poppele, Lorraine Poppele** and **William Endres** (15% each.) Mr. Michels is chief engineer WHCU-AM-FM Cornell U., Ithaca, N.Y. and Mr. Poppele is former director Voice of America. Ann. April 16.

WFSC Franklin, N.C.—Seeks transfer of control of one-third interest in **Macon County Bcstg. Co.** from **John E. Boyd** to **Gertrude S. Taylor** (executrix of estate of **Graves Taylor**, deceased) and **Henry G. Bar-**

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tol Jr. for $11,000. After transfer, each will own 50% interest. Ann. April 16.

KTLQ Tahlequah, Okla.—Seeks assignment of license from **Tahlequah Bcstg. Co.** to **Camelleta Corp.** for $77,000. Ann. April 16.

WDAU-TV Scranton, Pa.—Seeks transfer of control from **WCAU Inc.** to **Scranton Bcstrs Inc.** for $700,000. WCAU Inc. presently owns 75% of WDAU-TV. Scranton Bcstrs. presently owns 25% of WDAU, and owns WGBI-AM-FM Scranton. Ann. April 22.

WBLR Batesburg, S.C.—Seeks transfer of control of **Ridge Bcstg. Inc.** from **J. Olin Tice Sr., J. Olin Tice Jr.** and **Frances M. Tice** to **H. Edward** and **Harriet M. Crapps** for $80,000. Mr. Crapps is in tire service and appliance business. Ann. April 22.

WDSG Deyersburg, Tenn.—Seeks transfer of control of 50% of **State Gazette Bcstg. Co.** from **Russell M.D. Bruce** to **Robert William Ward** and **Jo Ann Ward** for $26,500. Mr. Ward presently owns 50% of WDSG and is general manager. His wife is advertising sales director. Ann. April 16.

KGRI Henderson, Tex.—Seeks transfer of control of **Henderson Bcstg. Corp.** from **B.F. Goggan Jr., T.A.Garnett, Noble Davis, Agnes Crim, W.C. Crawford, Boyd Harris, Roy B. Cannon** and **T.P. Cannon** to **James T. Reeves** for $50,000. Mr. Reeves is musical personality. Ann. April 22.

KCMR McCamey, Tex.—Seeks assignment of license from **The Stuart Co.** to **Joe Martin** for $10 and assumption of $30,000 indebtedness. Mr. Martin is employe KVKM Monahans, Tex. Ann. April 22.

WEER Warrenton, Va.—Seeks assignment of license from **O.K. Bcstg. Corp.** to **Radio Associates Inc.** for $65,000. Equal owners (one-third each) are **Thomas H. Strothman,** U.S. government electronics engineer; **George G. Gatley,** executive in Boy Scouts of America; and **Francis I. Lambert,** Government employe. Ann. April 16.

KLOG Kelso, Wash.—Seeks assignment of license from **KLOG Inc.** to **James D. Higson** for $60,000. Mr. Higson is program director KHJ-TV Los Angeles. Ann. April 20.

KORD Pasco, Wash.—Seeks assignment of license from **Music Bcstrs.** (partnership) to **KORD Inc.,** with same owners. No consideration involved. Ann. April 22.

WXIX (TV) Milwaukee, Wis.—Seeks assignment of license of uhf station from **CBS Inc.** to **WXIX Inc.** for $50,000. Applicants are **Gene Posner** (50.6%), **Harold Sampson** (20%), **Bernard J. Sampson** (20%) and others. Mr. Posner owns WMIL-AM-FM Milwaukee, Sampson Brothers are in real estate and appliance store business. Ann. April 20.

Hearing Cases

FINAL DECISIONS

By memorandum opinion and order, Commission, on petition by applicant for reconsideration, granted without hearing application of Quad Cities Bcstg. Co. for new am station to operate on 1380 kc, 500 w, D, in Brazil, Ind.; terminated proceeding. Ann. April 22.

By letter, Commission waived Sec. 3.651 (c) and granted U. of New Mexico (*KNME-TV, ch. 5), Albuquerque, N.M., six months' temporary authorization to broadcast from 10:30 p.m. to 11:30 p.m., Monday, utilizing aur. trans. of its station to transmit stereophonic sound broadcasts in conjunction with KHFM (FM) Albuquerque; engineering condition. Ann. April 22.

By report and order, Commission finalized rulemaking and amended tv table of assignments by adding ch. 10 to Medford, Ore., in addition to its present ch. 5 assignment. TOT Industries Inc., had petitioned for channel allocation. Effective date of amendment is June 4. Ann. April 22.

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Santa Monica Bcstg. Co. for new class A fm station to operate on 103.1 mc in Santa Monica, Calif. Ann. April 20.

OTHER ACTIONS

By order, Commission designated Horace Stern to serve as presiding officer in reopened proceeding on applications of Biscayne Television Corp. (WCKT), East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp. for new tv stations to operate on ch. 7 Miami, Fla.; ordered that further hearing and hearing conferences shall be held at such times and places as may be designated by presiding officer; and rescinded that part of April 3 order (which reopened proceeding) which provided for holding of further hearings in Washington, D.C. Ann. April 16.

By memorandum opinion and order, Commission dismissed protest and petition for reconsideration filed by Evanston Bcstg. Co. (WNMP), Evanston, Ill., directed against Feb. 25 grant of application of South Cook Bcstg. Inc., for new am station (WCGO) to operate on 1600 kc, 1 kw, DA, D, in Chicago Heights, Ill. Ann. April 22.

By memorandum opinion and order, Commission granted petition by WWDC Inc. (WWDC), Washington, D.C., party intervenor, for enlargement of issues in proceeding on applications of Alkima Bcstg. Co. and Howard Wasserman, both West Chester, Pa., and Herman Handloff, Newark, Del., for new am stations. Ann. April 22.

By memorandum opinion and order, Commission denied petition by Tele-Views News Inc., for reconsideration of Feb. 5 memorandum opinion and order which enlarged issues in Moline, Ill., ch. 8 tv comparative proceeding. Ann. April 22.

By memorandum opinion and order, Commission denied petition for review and motion by Upland Bcstg. Co., Upland, Calif., to dismiss application of South Coast Bcstg. Co., Laguna Beach, Calif. These applications are in consolidated hearing with other am applications. Ann. April 22.

Commission postponed oral argument from April 24 to May 22 on application of United Bcstg. Co. for new fm station in San Jose, Calif. Ann. April 22.

Commission denied petition of City of New York Municipal Bcstg. System for extension of time for oral argument on its application for extension of SSA to operate am station WNYC New York, N.Y., additional hours; rescheduled oral argument from April 30 to May 22. Ann. April 22.

Commission adopted new order correcting one of April 1 which consolidated applications of Sierra Bcstg. Co. (KATO), Reno, Nev.; Finley Bcstg. Co. (KSRO), Santa Rosa, Calif., and Sanval Bcstrs., Oroville, Calif., in hearing with that of James E. Walley, Oroville. New order amends issues only. Proceeding involves proposed operations on 1340 and 1350 kc. Ann. April 22.

Goleta Bcstg. Associates, Goleta, Calif.; Bert Williamson and **Lester W. Spillane,** copartnership, **Santa Barbara, Calif.**—Desig-

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*ARB Continuing Readership Study

nated for consolidated hearing applications for new am stations to operate on 1290 kc, 500 w, D; made KFOX Long Beach, party to proceeding. Ann. April 22.

WMBM South Miami, Fla.—Is being advised that application for mod. of cp to change main studio location back to that specified in its license (130 MacArthur Causeway, Miami Beach) indicates necessity of hearing. Ann. April 22.

Clarence E. Wilson, Permian Basin Radio Corp. (KHOB), Hobbs, N.M. — Designated for consolidated hearing applications of Wilson for new am station to operate on 1390 kc, 5 kw, D and KHOB to change from 1280 kc, 1 kw, D, to 1390 kc, 5 kw, D. Ann. April 22.

Routine Roundup

Commission invites comments to notice of proposed rulemaking looking toward shifting ch. 6 from Whitefish Bay to Milwaukee, Wis. Independent Television Inc., which operates station WITI-TV on ch. 6 at Whitefish Bay, petitioned for change. Comments due by May 22. Ann. April 22.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 17

KCMT (TV) Alexandria, Minn.—Granted license for tv station; ERP vis. 26.3 kw, aur. 13.2 kw, ant. 1,120 ft.

KGO-FM San Francisco, Calif.—Granted license covering change of ERP to 23.6 kw, ant. height 930 ft., installation new ant., change studio location and ant. changes; condition.

WBEN-FM Buffalo, N.Y.—Granted license covering change in frequency, installation new ant. and increase in ERP and ant. height of auxiliary trans.

KGPO (FM) Grants Pass, Ore.—Granted license covering decrease in ERP, installation new type ant. and decrease in ant. height; ERP 1.3 kw, ant. 485 ft.

WHBF Rock Island, Ill.—Granted mod. of license to operate main trans. by remote control using DA-N; conditions.

KGAK Gallup, N.M.—Granted mod. of license to operate main trans. by remote control using DA-N; conditions.

WCOL-AM-FM Columbus, Ohio—Granted cp to move main and auxiliary ant.-trans. location and make changes in ground systems; and cp to increase ERP to 7.2 kw; decrease ant. height to 320 ft.; change trans. location (using combined am-fm tower); remote control permitted.

KFVS-TV Cape Girardeau, Mo.—Granted cp to change trans. location, type ant., and make changes in equipment and ant. height; ant. 2,000 ft.

KVOG-TV Ogden, Utah—Granted mod. of cp to change ERP to vis. 29.5 kw, aur. 14.8 kw; installation new trans. and make changes in equipment; ant. 380 ft.

Following stations were granted extensions of completion dates as shown: KGNS-TV Laredo, Tex., to July 19; KVOG-TV Ogden, Utah, to Oct. 13; WKY-TV (aux. ant.) Oklahoma City, Okla., to Sept. 30; WTOV-TV Norfolk, Va., to Oct. 16; KMOX-TV (main trans. and ant.) St. Louis, Mo., to May 15; WPFB-FM Middletown, Ohio, to July 3; WMRW Merrill, Wis., to Aug. 1; KPAT Idaho Falls, Idaho, to Aug. 3.

Actions of April 16

KBET-TV Sacramento, Calif. — Granted assignment of licenses to **Great Western Bcstg. Corp.**

WPRC Lincoln, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 27, except for special events when station may operate to licensed sign-off time.

WMIL Milwaukee, Wis.—Granted authority to sign-off at 8 p.m., CDST, for period May 1 through Aug. 31.

WWIS Black River Falls, Wis.—Granted authority to sign-off at 6 p.m., CST, for period May 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

Actions of April 15

WIOI New Boston, Ohio—Granted assignment of cp to **WIOI Inc.**

WJLN (FM) Birmingham, Ala.—Granted authority to operate on reduced power for period ending June 3.

Actions of April 14

KNBX Kirkland, Wash.—Granted assignment of license to **L. N. Ostrander** and **G. A. Wilson.**

WPCT Putnam, Conn.—Granted acquisition of positive control by **Rene Cote** through purchase of stock from **Albert Lanthier.**

KJAX Santa Rosa, Calif.—Granted license for am station and specify studio location.

KWSH Wewoka, Okla.—Granted license covering change from DA-2 to DA-N.

WHYL-FM Carlisle, Pa.—Granted cp to replace expired permit for new fm station.

WMVO-FM Mount Vernon, Ohio—Granted cp to install new trans.

WLEX-TV Lexington, Ky.—Granted cp to change ERP to vis. 229 kw, aur. 123 kw; change type trans., ant., and make changes in ant. structure; ant. 640 ft.

WOW-TV Omaha, Neb.—Granted cp to change type trans.

WSRO Marlborough, Mass.—Granted authority to sign-off at 6 p.m., EST, May 1 through Aug. 31.

KASI Ames, Iowa—Granted authority to sign-off at 7 p.m., May 1 through Aug. 31.

WLRP New Albany, Ind.—Granted authority to sign-off at 7 p.m., CDT, for period May 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

WETZ New Martinsville, W.Va.—Granted authority to sign-off at 7 p.m., local time, for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

WCHN Norwich, N.Y.—Granted authority to sign-off at 7 p.m., EDST, for period May 1 through Sept. 30, except for special events when station may operate up to licensed sign-off time.

WOMC (FM) Detroit, Mich.—Granted extension of completion date to July 15.

WHLP Centerville, Tenn.—Granted authority to remain silent for period ending June 12; conditions.

Actions of April 13

WCPO-FM Cincinnati, Ohio—Granted cp to increase ERP to 16.5 kw.

WSBC-FM Chicago, Ill.—Granted mod. of cp to increase ERP to 27.5 kw and change type trans.

Following stations were granted extensions of completion dates as shown: WFMD-FM Frederick, Md., to Nov. 13; WYZZ (FM) Wilkes-Barre, Pa., to April 30; WLOV (FM) Cranston, R.I., to May 20; WIBG Philadelphia, Pa., to July 25.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

Granted petition by Broadcast Bureau for extension of time to April 17 to file responsive pleadings to petition by Knoxville Ra-Tel Inc., to enlarge issues in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N.C., and Cumberland Publishing Co. (WLSI), Pikeville, Ky. Action April 17.

Granted petition by Broadcast Bureau for extension of time to April 20 to file responsive pleadings to petition by Herman Handloff, Newark, Del., to clarify or enlarge issues in proceeding on his am application, et al. Action April 14.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearing for April 27 in proceeding on application of Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S.C. Action April 17.

Granted petition by Eastern States Bcstg. Co. for dismissal without prejudice of its application for am facilities in Hamden, Conn., and retained in hearing status two remaining applications involved in consolidation. Action April 16.

Scheduled for hearing on June 10: applications of North Shore Bcstg. Inc., and Suburbanaire Inc., for am facilities in Waukesha and West Allis, both Wisconsin. Action April 15.

Directed CBS, NBC, and ABC to appear on May 4 to give evidence and supply information and data in investigatory proceeding in study of radio and television network broadcasting (including tying-in of programs), and ordered that their oral testimony will be concerned with identification, authentication and explanation of certain exhibits, documents and other papers relevant to inquiry. Action April 15.

Scheduled for hearing following proceedings on dates shown: June 3: application of Inter-Cities Bcstg Co., for am facilities in Livonia, Mich; June 9: applications of George T. Hernreich and Patteson Brothers for new tv stations to operate on ch. 8 in Jonesboro, Ark.; application of Rollins Bcstg. Inc., for additional time to construct changed nighttime facilities for KATZ St. Louis, Mo.; June 10: am applications of Binder-Carter-Durham Inc., and Herbert T. Graham, Lansing, Mich.; June 11: am applications of Electronics Research Inc. of Evansville (WROA), Gulfport, Miss., and Lionel B. De Ville, Franklin, La.; June 15: am application of Entertainment and Amusements of Ohio Inc., Solvay, N.Y. Action April 15.

Granted petition by Oregon Television Inc. for leave to participate in Portland, Ore., tv ch. 2, proceeding with reference to pending petition of Fisher Bcstg. Co. to amend its application; accepted Oregon's pleadings and denied Fisher's motion to strike such pleadings. Action April 15.

By Hearing Examiner J. D. Bond

Granted motion by New England Television Co. to defer proceedings in New Bedford, Mass., ch. 6 proceeding, to extent of postponing dates for exchange of exhibits and for hearing of evidence relating to issue number 1 to date to be fixed by subsequent order. Action April 14.

By Hearing Examiner Basil P. Cooper

Granted petition for extension of time from April 20 to April 24 to file replies to proposed findings of fact and conclusions of law, filed by Times and News Publishing Co. (WGET), Gettysburg, Pa., in proceeding on its am application, et al.; granted motion by Times and News Publishing Co. to correct transcript in same proceeding. Action April 16.

By Hearing Examiner Thomas H. Donahue

At oral request of Southland Communications Co., Anaheim, Calif., extended from April 20 to April 24 time for exchange of applicants' direct engineering testimony and related exhibits in proceeding on its am application, et al. Action April 16.

By Hearing Examiner Annie Neal Huntting

On own motion, continued without date hearing scheduled for May 1 in proceeding on am application of Joseph F. Sheridan, Ukiah, Calif. Action April 17.

Granted joint motion by Wabash Valley Bcstg. Corp., and Illiana Telecasting Corp., to correct transcript in proceeding on their

Continued on page 107

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- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Top calibre local salesman-sales manager for leading California station. Best ratings, power and facilities in market. Must sell personally and direct four-man staff. Major city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 with room to go up. Must excel all phases local, national, merchandising. Prefer late twenties, thirties. Imagination, desire, real willingness to work essential. Truly great opportunity for right man. All replies confidential. Box 567K, BROADCASTING. Write all, with picture, first letter.

Station manager wanted—for New York state regional. Contact A. D., Room 508, 66 Court Street, Brooklyn, New York.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Station execs—increase your air personnel's rating, selling power. Order "Radiomanship Guide" by top market announcers and agency personnel. $2.00. DeBu Features, 20 E. Huron Street, Chicago, Illinois.

Sales

Radio sales manager midwest (metropolitan population 125,000) 5 kw am. Mutual affiliate. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 455K, BROADCASTING.

Wanted: Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

Sales opportunity. 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Seasoned salesman. Relocate in Florida metropolitan market. Station has excellent ratings. Owned by expanding chain, with executive jobs open on proof of performance. Hospitalization. Paid vacations. Bonus for producers. Include billing figures on current or last job, resume and references. Box 564K, BROADCASTING.

Somewhere in the broadcasting industry there is a real-honest-to-goodness salesman on some station's radio staff. This man feels stymied in his progress. Perhaps the job he wants as sales manager is held by a capable man who is young enough to keep the job for a long time. If you are this man, if you really know radio in all its phases, if you understand how to sell competitively yet cleanly, if you are use to competition and to winning after a scrap for a piece of business then here is your opportunity. We are a network affiliated station that has revamped its programming to conform to its network and as a result has to re-vamp its selling approaches. We have a good job to offer a good man in a fine company located in a top market in the middle west. Our choice will be an intelligent, level headed, experienced man who understands the tricks of the trade, who will go out and sell himself and who can handle people. To him we will entrust the sales destiny of our radio station and to him we offer progress in our radio and television stations as he proves his worth. If you qualify, contact Box 610K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Two qualified salesmen wanted by west coast independent. Station will pay RERB registration fee. Box 635K, BROADCASTING.

Northwestern Ohio needs salesman or announcer with sales desire. Immediate opening. Salary plus commission. Box 646K, BROADCASTING.

Sales opportunity available in long established, mid-Atlantic regional network station. Married, 26-40. Previous experience. Send photo and resume. Box 654K, BROADCASTING.

Salesman-announcer, young, aggressive man ambitious to advance and make money with expanding small station chain. Must have proven, successful sales record, car. Prefer married, college graduate. Can earn $8-10,000 salary—commission plan, advance to manager and owner. Emphasis on sales. Small board schedule 100 to 125 dollars week draw to start for guaranteed period. Box 656K, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for Fort Collins in foothills of Rocky Mountains midway between Denver, Colorado and Cheyenne, Wyoming. Excellent salary and incentive commission. Send your record of sales performance and photo to Radio KCOL, Fort Collins, Colorado and join the "Rush to the Rockies".

Need experienced salesman-announcer. $75 per week plus commission. 5 kw CBS station, new building, ideal working conditions. Send tape, picture, and application to KOLT, Scottsbluff, Nebraska.

Sales opportunity. Expanding sales department, need aggressive, experienced salesman. Medium southern market with excellent chance to make $10,000 a year. Send details to WJSO, Johnson City, Tennessee.

Sales manager wanted 5 kw. Write Art Tacker, WTYM, Springfield, Mass.

Ohio, WWIZ, Lorain. Excellent opportunity for second salesman.

Radio-tv salesman: Top positions in best stations! Write Broadcasting Salesmen, Rossville, Ga.

Managers-Sales managers — sell for the south's top-rated negro station group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunity unlimited for aggressive, executive types between 28 to 39. Send complete resume and photo first letter. McLendon Ebony Radio, Suite 509, Lamar Life Building, Jackson, Mississippi.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Morning "personality man" wanted in large (top 10) eastern metropolitan market. Must be combo man—1st class ticket an advantage. Here's your chance for the big time! Needed immediately! Permanent position! Send audition tape, photo, references. Box 561K, BROADCASTING.

Fulltime station in good market needs top announcer for south Texas. Send tape, experience, salary expected and recent photo in first letter. Box 571K, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABC network, Texas. Box 574K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Top Arkansas regional offers opportunity and good pay for mature, experienced announcer. Tape, photo, resume to Box 591K, BROADCASTING.

Ohio, medium market within 30 miles of Cleveland. Salary commensurate with experience. Send tape-resume to Box 616K, BROADCASTING.

Country and western dj opportunity with west coast independent. Station will pay RERB registration fee. Box 636K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

Announcer with sales ability for Toledo, Ohio area. Will consider announcer who wants to sell. Box 647K, BROADCASTING.

Immediate openings. Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

Need first phone deejay with sales experience. $2.50 hour boardwork to $100.00 a week plus 15 percent all sales. Also chief-announcer to $450.00. Am expanding to fm. Phone OV 8-1570, or write Box 2185, Riverside, California.

Here is your chance to live in the nation's leading winter and summer vacation land. KGEZ, Kalispell, Montana is in need of an announcer, must have first class ticket. Work with young, progressive staff. Top pay. Write, wire or phone Norm Kurtz now.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Wanted: Announcer with first phone—no maintenance, $4800 for first year, 40 hour week, paid hospitalization, paid life insurance, paid vacation. Call the Manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Morning man . . . to work 40 hour shift. Don't apply unless you have at least a year's experience in commercial radio. Single station market with top flight reputation during its 12 years of operation. Good salary and good working conditions. Call William Winn, P.D., WESB, Bradford, Pennsylvania any morning at Bradford 3238.

Immediate opening for experienced announcer. Must know production, have ideas. Top 5000 watt independent station for music and news. Send resume, references and tape to W. C. Bochman, WJSO, Johnson City, Tennessee.

Announcer with first phone wanted by station near University of Michigan. Write WOIA, Box 76, Ann Arbor, Michigan.

Personality dj wanted for 1000 watt independent in growing group of stations. Music-news format. Send tape, resume to Dave Silverman, WSPT, Stevens Point, Wisconsin.

Ohio, WWIZ, Lorain. Only air salesmen should apply.

Technical

Wanted: Chief engineer-announcer capable in both. For 250 watt independent in midwest. Station equipped with mobile unit, plus air-craft. Staff is the finest. Opportunity excellent. Successful applicant will undergo rigid investigation on morals, credit and personal habits. Income will be discussed during personal interview only. Above normal benefits provided. Write Box 665K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Wanted: Engineer-announcer. New station in fine town. Good pay for right man. P.O. Box 622, Nebraska City, Nebraska.

Chief engineer, immediately! Experienced only. Must know maintenance. Top pay for right man. Announcing helpful but not essential. Give background and experience. WLAS, Jacksonville, N.C.

Dependable, versatile, experienced 1st combo or announcer immediately. WPGW, Portland, Indiana.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

News director radio and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 8-man team. Send full details Box 456K, BROADCASTING.

Newsman to gather, write, and deliver local news. Box 650K, BROADCASTING.

Immediate opening for fulltime, experienced news director. Tell all in your letter. Send tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

Public relations position: Supervision of program of television public relations film for prominent midwest industrial firm. Good demonstrable skill at writing required. Knowledge of motion picture production and experience in television news reporting and news film production desirable. Please send complete resume of personal data, experience, and salary requirements. Replies confidential if requested. Box 673K, BROADCASTING.

Traffic girl wanted for Michigan radio-television operation. One of the country's fine stations. Personal interview a must. Employee benefits, ideal working conditions, congenial staff. Fast, accurate typist, good with figures and detail work. State full details and salary expected in first letter to Box 685K, BROADCASTING.

Copywriter needed (female preferred) for Pine Bluff, Arkansas radio station. Start $55.00 40 hour week. Reply Box 33, Pine Bluff. Send samples.

Operation manager wanted. Write copy—some airwork, handle program staff. Send tape, qualifications. Radio Station KECK, Box 1369, Odessa, Texas.

Newsman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

Copywriters for chain of radio stations in Georgia. Good starting salary. Send samples of copy with letter to Jerry Keane, Radio Station WDOL, Athens, Georgia.

Copywriter. Immediate opening for experienced person only. We want punchy, hard-sell copy as well as production spots. Pay tops if you can handle job. WLAS, Jacksonville, N.C.

Orlando, Florida. WLOF, top rated in market wants copywriter. Imaginative, hard worker, good typist. Must be able to create production copy for fast paced station format. Send complete resume, recent photo. Mr. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

Immediate opening for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

Ohio, WWIZ, Lorain. Program Director. Also need traffic-copy girl.

News director. Must be experienced news gatherer for fast paced news operation, and capable of directing three man team. Mobile cruiser in use. Send tape, photo, resume, Fred Epstein, KSTT, Davenport, Iowa.

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman by June for pioneer midwest am-tv station to replace man on year's leave to accept CBS fellowship award. Good opportunity for man with small midwest station wanting experience on larger station. Resume and tape to Personnel Director, South Bend Tribune, South Bend, Indiana.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

General manager topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

Manager-top radio-family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

Co managers: Husband-wife. Seventeen years radio. College background. Exceptionally versatile. Husband: Manager-commercial manager. Outstanding sales record. Wife: Assistant manager-program director. Handles internal station procedure and personnel. Provides salable programs and copy. Pleasing air voice. First phone. Operate minimum staff. Possibility modest investment after eight months mutual satisfaction contract to prove abilities and ascertain profit potential. Contact Box 632K, BROADCASTING.

What does your operation require? Manager? Program director? Excellent play-by-play? Sales background. Family man, 37, civic and church leader. Presently employed but no advancement possible. 17 years in radio. Write Box 684K, BROADCASTING.

Available immediately for manager and chief engineer position. 10 years radio, train staff. Eddie Lane, P.O. Box 295, Crossville, Tennessee, Phone 59Y.

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

Salesman—experienced radio sales, public relations, business management. Not radio combo-man, strictly proven sales. Detailed letters receive detailed answers. Box 546K, BROADCASTING.

Aggressive sales management. 12 years all phases. Family man, college grad, vet, car, 1st phone. Box 680K, BROADCASTING.

Announcers

Gospel programs. Announcer - producer - packager. Capable handling commercial staff duties. Box 391K, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 392K, BROADCASTING.

Announcer, mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 393K, BROADCASTING.

Negro deejay. Smooth patter, efficient. Production. Controls. Audition tape. References. Box 395K, BROADCASTING.

Female, announcer plus. Good background. Women's programs, plus. Reliable. Versatile. Box 450K, BROADCASTING.

Personality-dj; strong commercial, gimmicks, operate board. Steady, creative, cooperative. Box 451K, BROADCASTING.

Hardworking, sober, single live wire modern dj and all-around announcer available after April 18. Four years experience. Prefer midwest. Box 585K, BROADCASTING.

Announcer-recent graduate; professional radio school. Operate board. Tape, photo, resume available. Box 605K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-college, radio school graduate. Operate board, veteran, single. Prefer northeast. Tape, resume available. Box 611K, BROADCASTING.

Southern Minnesota, 3 years experience, strong news, sell, 24, family. Box 615K, BROADCASTING.

Young female announcer. Professionally trained. Type, write copy, sales, production. Box 620K, BROADCASTING.

Available now, negro announcer. Network quality, no clown. Mature, personable, experienced. Box 624K, BROADCASTING.

Announcer, rhythm and blues, different! Girl, graduate professional radio school, operate board, prefers south, tape, resume, available. Box 625K, BROADCASTING.

Good announcer. Eight years am-tv experience. Third phone. Write copy, can sell. College grad. $100 weekly minimum. Box 629K, BROADCASTING.

Hello New England: Seven years staff, all phases, married, 32, steady, well versed, well voiced, top air salesman, enjoyed by all ages. Box 631K, BROADCASTING.

Major markets. If you want established personality, morning dj—bright, cheerful, lively, I'm your man. Box 639K, BROADCASTING.

Woman announcer-copywriter, college graduate. 5 years experience woman's programs, interviews, news, dj, traffic. Can run own board. Box 645K, BROADCASTING.

Announcer-type announcer, top news man, first phone. South, Florida. Box 648K, BROADCASTING.

College student—Year's news and announcing work for Syracuse University radio. Interested in further experience this summer. Any station—50 miles—New York City. Box 649K, BROADCASTING.

Northeast—young, ambitious announcer, dj, news, fine voice and appearance. Box 653K, BROADCASTING.

Virginian with first phone. Three years staff announcing all phases. Former Pathfinder graduate. No maintenance. Excellent knowledge of languages makes clear authoritative delivery. No rockroll. Single. Desire permanent position Virginia, east coast. Available immediately. Box 655K, BROADCASTING.

Experienced announcer-dj, seeking position with station beginning operation soon in small midwest community. Married. Box 659K, BROADCASTING.

Announcer, nineteen years all phases. Best references. Southern California preferred. Box 660K, BROADCASTING.

Country music special! Nineteen years knowledge. Best references. California-southwest. Box 662K, BROADCASTING.

Young, versatile, mature disc jockey available. Can write, sell, produce and maintain top dj ratings. One year program director experience. Single, will travel. Box 667K, BROADCASTING.

Dynamic, topnotch announcer-dj. Successful, versatile, stable. Employed key market. Desires happy, alert station. Starting $135. Box 670K, BROADCASTING.

Announcer-deejay-experienced, run board, settle down, not a floater. Box 675K, BROADCASTING.

Newsman with effective delivery. Investigative reporter. Network trained! Box 677K, BROADCASTING.

Announcer-salesman. Presently employed in top market. Married, top money earner with sales earning four figures monthly. Seeking announcing job with slight emphasis on selling, major or medium markets only. Box 678K, BROADCASTING.

To summer-ize, use young man for staff, glib adlib, can write, etc. Your summer Good Humor man. Box 679K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer's job wanted. No license. Lubaan, P. O. Box 2021, Hollywood, California.

Announcer, sportscaster, dj. Young, ambitious, eager. Good sell ability. Operate own board. Excellent sports background. College background. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 E. 55th Street, Chicago 15, Ill. Phone—Butterfield 8-5404.

Ambitious, talented announcer-dj. Eager to move ahead. Willing to relocate. Hours secondary. Eddie Green, 265 E. Columbia St., Hempstead, L. I.

Single, mature announcer. Thoroughly experienced, 5 years in radio. Desires music spot. Now program director. Available May 1. Best references. Bob Heffner, 124 East Sandusky, Bellefontaine, Ohio.

1st phone experienced announcer-dj. Can handle any type dj show. Good commercial and news delivery. No chief engineer job accepted. Locate anywhere. Available immediately. Fred Keslik, 527 Hall Ave., St. Paul, Minn. CApital 6-1262.

Sportscaster-announcer-salesman. Experienced. First phone. Call—"Livewire", Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Announcer—SRT graduate, 1½ years college radio, restricted permit, operate board, east preferable. Roy Smith, Congers, New York.

Leaving WWDC, Washington D. C.'s #1 station, after three years. Programming know-how, convincing commercials, knowledgeable newscasts. Thoroughly familiar with modern radio. Looking for job with a future—in large or small market. Terry Sullivan, 2409 Eye St., N.W., Washington.

Announcer-dj. Fine background. Bright, crisp delivery for "on the air" sellability. Family man, 27, creative and dependable. Sales also. Locate anywhere. Stability a "must". Dick Turner, 5707 S. Sayre, Chicago, Illinois. Ludlow 5-3508.

Announcer-dj. Operate board. Good voice. Willing to settle. 23, married, draft free. Tape, resume. Robert Walen, 2339 N. Melvina, Chicago 39, Illinois.

Sportscaster: Experienced play-by-play. Sales, capable newscaster, and dj. Can do tv! 21, ex-marine. Prefer northern Illinois, southern Wisconsin markets. Write Paul Williamson, Lake Villa, Illinois.

Technical

Engineer first license wants relocation, D.C. or 70 mile radius. Box 612K, BROADCASTING.

Engineer, eleven years experience, solid reference in all phases of am and fm including multiplex and automation. Box 619K, BROADCASTING.

Engineer, single, sober, 12 years experience am and fm, will travel. Box 621K, BROADCASTING.

Experienced engineer-announcer-chief hi power directional am and fm desires location for tv shop and work for station. Box 664K, BROADCASTING.

Chief engineer, experienced construction, maintenance, directionals, field work and over-all station operation. No announcing. Box 666K, BROADCASTING.

Chief engineer-announcer. Good in both departments. Experienced construction and directional. South. $115.00 week minimum. Box 668K, BROADCASTING.

High school teacher, first phone, veteran, desires summer replacement job. Box 671K, BROADCASTING.

First phone, degree, veteran, would like good job. Box 672K, BROADCASTING.

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

First phone. No experience. Willing to learn, married, three children. Kenneth Ashbery, Bullis Road, R.D. 3, East Aurora, New York.

Situations Wanted—(Cont'd)

Technical

First phone desires employment. No experience, willing to learn. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

First phone-desire experience at transmitter. 18 years amateur radio, radio-tv service. Non-drinker. John Sulim, Box 94, Oakfield, New York. WHitehall 8-5435.

Production-Programming, Others

Newsman—Competent, experienced reporter-newscaster, interested radio and/or tv. Box 468K, BROADCASTING.

Copywriter. Clever with words. 14 years writing experience. 3 in radio. Work anywhere. Box 552K, BROADCASTING.

West coast — Award-winning newscaster. Gather, write, deliver. 14 years radio-tv. Excellent references. Box 606K, BROADCASTING.

News director, twelve years network and local radio-tv; newspaper-wire service experience; two college degrees, BA, MSJ (Northwestern); two national awards. Box 609K, BROADCASTING.

Program and management. All phases. Thirteen years experience including public relations. Box 614K, BROADCASTING.

Continuity director. Ten years radio-tv. Production. Hard sell. Rapid typist. Cooperative, congenial. Excellent references. Box 617K, BROADCASTING.

Man Friday with eight years am-tv experience as announcer-deejay-air personality-copywriter-director. College grad. Seeking opportunity as manager's assistant any size market. Would like to try sales, eventually management. Am hard worker, energetic, and have ideas. Box 628K, BROADCASTING.

Currently employed news director, desires placement on staff of southern California radio or tv station. Experienced in programming and round-the-board operation. Box 630K, BROADCASTING.

Nineteen years radio plus formula. Reliable, experienced, qualified. California preferred. Box 661K, BROADCASTING.

Program director large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Available immediately. Call Rochester, N.Y. BU 8-1891.

TELEVISION

Help Wanted—Management

If you have a proven sales record in national field and are ready for management, send salary requirements, picture and details. Multiple ownership. Midwest 350,000 sets. Box 457K, BROADCASTING.

Sales

Wanted. Experienced television salesman for one of New England's top television stations in top market. Good pay scale and commission. Write full details. Box 589K, BROADCASTING.

Announcers

Excellent opportunity for announcer who has already reached high professional standard in radio and who wants to get into television. Leading radio-tv operation will consider proven air salesman for combination position. WSAV, Radio-Television, Savannah, Georgia.

Technical

Wanted: Television cameramen and technicians for summer work at large station in northeast. Station experience necessary. Send complete background information in first letter. Box 551K, BROADCASTING.

Studio engineer and transmitter engineer. First phone desired but not necessary. Excellent opportunity for advancement. List experience, references and salary desired. Mid-Atlantic, vhf full-power, CBS station. Write Box 618K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Studio technician with first class license, familiar with operation and maintenance of RCA studio equipment. Send resume with experience and references. A. H. Chismark, Director of Engineering, WHEN-TV, Syracuse, N. Y.

Production-Programming, Others

Film director: For midwest tv station. This man is currently working in a tv film department, and is ready to move up to department head. He knows slide, stills, silent and sound film procedures. He is a good darkroom man. He knows shipping. He feels qualified to act as a supervisor. If you are this man, send a complete resume to Box 634K, BROADCASTING.

Production manager, man with big station experience, capable of managing a small station production department, sales minded, creative, a good teacher, able to perform any job in an emergency. Do not apply unless you have commercial working experience. All details, picture and salary requirement first letter. Chet Pike, WPTV, Palm Beach, Florida.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Experienced salesmanager (12 years). Seeking position with income and advancement based on ability. Box 669K, BROADCASTING.

Announcers

Nut. Good comic, continuity, announcer. Great for small station. Box 638K, BROADCASTING.

10 years tv announcing, 5 in one of top 15 markets (left staff for executive position in medium market). Seeking salary plus talent in major metropolitan area. Good voice, appearance, references. Box 642K, BROADCASTING.

Experienced television announcer desires position with future. 26, married, one child. Presently employed in Colorado. College and agency. Box 643K, BROADCASTING.

Announcer, host, mc. Long experience, best references. Southern California only. Box 663K, BROADCASTING.

Radio-tv newscaster. Superior writing ability. A professional. Network background. Large markets only. Box 676K, BROADCASTING.

Technical

11 years experience, 4 years supervisory plus 3 years chief, am-fm-uhf-vhf, studio, transmitter, planning, construction, operations, maintenance. Box 579K, BROADCASTING.

1st class technician experienced all phases studio operation, seeking permanent position. Box 641K, BROADCASTING.

Production-Programming, Others

Married, college graduate desires direction or production position. Two years experience on camera, production, and film. Box 560K, BROADCASTING.

Pacific coast. TV production man. 5 years production, set design, announcing plus decade successful radio. Excellent references. For interview write Box 607K, BROADCASTING.

News director. Thirteen-year background includes public relations. Resume, photo, SOF. Box 613K, BROADCASTING.

Talented tv announcer-director-air personality. Am cartoonist-writer-weatherman. I offer top rated children's show plus six years tv experience, all phases. Permanent. Interested in any market. College grad. Box 627K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

TV news director medium market (writing-broadcasting). Desires affiliation with top metropolitan news staff. 12 years broadcasting, five as tv news director, M.A. Journalism, B.S. Broadcasting. High A.R.B., awards, references. Box 640K, BROADCASTING.

Televison director with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

FOR SALE

Equipment

Western Electric 504B2 fm transmitter, with two channel multiplex and spare final and driver tubes now in operation, available mid-June. $4,000. You pay for packing and shipping. Box 549K, BROADCASTING.

Western Electric 503B one kw fm transmitter. Now on the air, all offers considered. Box 588K, BROADCASTING.

Make a very substantial profit the first year by selling advertising locally on a translux news sign. Purchase a used 41 foot long signed panel and all the necessary equipment in good condition at one-half usual price. Box 674K, BROADCASTING.

Presto 6-N disc recorder, complete, $500; Gates control board, complete $400; Gates 6-C line amplifier, $100; Jensen GP 802 speaker, and cabinet, $50; Altec Lansing speaker, $100; RCA Jr. velocity microphone, $35; Gates CB-11 turntable, $35; all cod, fob, KFLW, Klamath Falls, Oregon.

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

For sale four Blaw Knox type CK-285 ft. self supporting towers. Contact E.S. Whitlock, Manager, WRNL, Richmond, Va.

Slightly used Presto 6N disc recorder, portable case, 1D cutting head, 3 speed, 120, 224, 256 lpi feedscrews, new Capp hot stylus, suction nozzle, also 50W2 McIntosh amplifier with new NAB pre-amp equalizer. Reasonable. Joe Beck, 4131 Coleridge, Houston 5, Texas.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

10 kw fm power amplifier, Westinghouse type fm-10 complete power, supply and 10 kw amplifier in two cabinets. Good condition. The price is right. Call or wire for details Rixon Electronics, Inc., 2414 Reedie Drive, Silver Spring, Maryland. LOckwood 5-4578.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Responsible party interested in buying local fulltime station in market of 50,000 or more. Will pay 29% down and rest in payments suitable to seller. Please send details to Box 576K, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Advertising executive will pay up to $150,000 for sound station in east or north central. Box 651K, BROADCASTING.

Equipment

Dry modulation transformer for a 10 kw, BTA 10-F RCA broadcast transmitter using two 892-R tubes on Class "C". Box 652K, BROADCASTING.

Ten watt fm educational transmitter (used) or converted surplus, Jim Buterbaugh, Dalton, Nebraska.

Collins 20-V transmitter in good condition for cash, interested in console and monitoring equipment, please state condition and price. Howard C. Gilreath, Radio Station WVOP, Vidalia, Georgia.

BUSINESS OPPORTUNITY

You finance. We buy and operate. You have third interest in station. We are thoroughly experienced and reliable. Both have first tickets. Box 658K, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

If you have a background in electronics, but are having trouble passing FCC phone exams, my 12 years experience as chief instructor of electronics school can help you over the hump. Not a course. Write me personally for free information. Wallace Cook, Electronic Instruction Specialist, 1614G Morson Road, Jackson 9, Mississippi.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½. $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

RADIO

Help Wanted—Announcers

FOOTBALL PLAY-BY-PLAY MAN
GEORGIA TECH GAMES

Must have expeirence calling top college games. First class man only or don't answer. Year-round job on staff doing music and news. Send tape, background and photo.

J.W. Collins
WGST
Atlanta, Georgia

Production-Programming, Others

NEED EXPERIENCED NEWS EDITOR

This station now employs four-man fulltime news staff. Air 26 newscasts daily plus remote break-ins from 3 completely equipped mobile units. One man leaving to become News Director of out-of-state station. Starting salary $450 month. Must be experienced. Personal meeting here necessary. Send news, radio and personal history plus recent off-the-air quarter-hour and five-minute news tape. Ted Thorne, News Director, WWCA, Gary, Indiana.

Help Wanted—(Cont'd)

Production-Programming, Others

PROGRAM DIRECTOR OPPORTUNITY

A working program director with good record and stability. Must be good handling men, full of ideas and fit into fast-paced operation. Ability to do topnotch morning show necessary. SALARY EXCELLENT. Job permanent and finest facilities in the south. P.D. experience necessary. Send tape, photo and background. Correspondence confidential. J.W. Collins, WGST, Atlanta, Georgia.

RADIO

Situations Wanted—Announcers

ATTENTION CALIFORNIA!
Top rated, Top 40 D.J. Available for interview. Successful background of 14 years radio-tv. Box 608K, BROADCASTING.

TELEVISION

Situations Wanted

Production-Programming, Others

TV
PRODUCTION-PRODUCER-DIRECTOR
AVAILABLE

College graduate with major in TV-radio. Two years in Army spent in TV directing and producing. Know costs thoroughly. Prior to service worked in major TV station, handling both network and local shows. Excellent industry references from film, network, station representative and government. Salary secondary to opportunity with progressive, creative station. Single. Age 26. May I send you full details today? Would like personal interview at my expense.

Box 682K, BROADCASTING

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts May 29. Send for folder and list of positions available.
Call DEcatur 2-5580

FOR SALE

Equipment

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower.
Only Four Years Old
Will support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write Box 681K, BROADCASTING.

TELEVISION EQUIPMENT

Transmitter—5 KW (Du-Mont/Link) Channel 5.	$11,000
Console for above with Frequency Pix., & W.F. Mon.	2,500
Transmitter—25 KW (Du-Mont #9000, Like new-Channel 5	65,000
Audio Racks—Matched pair has pre-wired jackfields and seven Audio amplifiers	1,250
Picture Monitors—Twelve 17 inch rack mount #5218B	1,000

Write or call for details
WTTG-TV, Washington, D.C.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

STATIONS
FOR SALE

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.

Texas—$140,000; Minnesota—$105,000; Kansas—$200,000; Colorado—$410,000; Florida—$65,000; Massachusetts—$65,000; New Mexico—$90,000; Pennsylvania—$100,000; Indiana—$600,000; Florida—$200,000. PLEASE WRITE.

Calif.	Medium	250w-F	$150M	terms
La.	Single	250w-D	35M	terms
Ala.	Medium	1kw-D	65M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Fla.	Medium	1kw-D	120M	terms
Mich.	Medium	1kw-F	325M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
South	Major	250w-F	200M	terms
S.W.	Small	AM-TV	375M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

atlanta
1182 w. peachtree
chicago
205 w. wacker
new york
1270 ave. of americas
santa barbara
33 w. micheltorena

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas regional fulltimer semi-major market. In black. $180,000 29% 7½ years payout. Southwest fulltimer semi-major. In black. $150,000 29% 10 years payout. Texas regional fulltimer. Big money-maker. $170,000 27% down, easy pay out. Others $42,500 to $900,000. Patt McDonald, Box 9322, Austin, Tex. GL. 3-8080.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 102

applications for new tv stations to operate on ch. 2 in Terre Haute, Ind.; afforded parties 10 days to object. Action April 15.

By Hearing Examiner Jay A. Kyle

Scheduled prehearing conference for May 1 and continued without date hearing scheduled for May 1 in proceeding on application of Easton Bcstg. Co., for am facilities in Easton, Md. Action April 16.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for May 7 in proceeding on applications of Binder-Carter-Durham Inc., and Herbert T. Graham for am facilities in Lansing, Mich. Action April 17.

Referred to Commission for action petition by Tribune Publishing Co., for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore., by specifying new trans. site. Action April 16.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Southern General Bcstg. Inc. (WTRO), Dyersburg, Tenn., for continuance of hearing from April 15 to May 6 in proceeding on its am application. Action April 14.

PETITION FOR RULEMAKING FILED

Fjsher Bcstg. Co., Portland, Ore. (4-9-59)—Requests change as follows: Salem, Ore. 3+, *18—, 24+, 66. Subject to condition that trans. of any station using ch. 3 be located at distance no less than that specified by sec. 3.610 of rules, from any authorized or proposed trans. site for operation on ch. 2 in Portland, Ore.

KTNT-TV Tacoma, Wash. (4-14-59)—Requests that Commission specifically condition future use of ch. 3 at Salem, Ore., on specification of trans. site at least 60 miles from trans. sites of three existing stations that serve Portland, Ore.

PETITION FOR RULEMAKING DENIED

KFJZ-TV Fort Worth, Tex. (12-23-58)—Requested amendment to substitute ch. 2 for ch. 11 in Fort Worth, Tex. and specifying ch. 11* in place of ch. 2* in Denton, Tex. Further requested issuance to KFJZ-TV of order to show cause why its authorization should not be modified to specify ch. 2 in lieu of ch. 11. Denied by memorandum opinion and order adopted April 8, 1959 and released April 14, 1959.

From the SEC record:

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been released by the Securities & Exchange Commission. Sales, reported to SEC between Feb. 11 and March 10, involved common stock unless otherwise indicated.

American Broadcasting-Paramount Theatres Inc.—James G. Riddell purchased 1,000 shares giving him total of 1,980.

Ampex Corp.—James E. Brown increased holdings to 225 shares by purchasing 100.

CBS Inc.—Louis G. Cowan acquired 721 shares for 1,648 total.

Guild Films Inc.—C.W. Alden Jr. and Gerald Dickler purchased 50,000 and 10,000 shares, respectively, from issuer for their initial ownership in Guild; John J. Cole had pledged 34,000 shares he owned as collateral for loan which were sold by lenders because of inability to meet margin calls.

Paramount Pictures Corp.—Louis A. Novins exercised option to purchase 27,500 shares of capital stock of International Telemeter Corp., which in turn was exchanged for 2,291 shares of Paramount in merger effective Jan. 3.

National Theatres Inc.—E.C. Rhoden sold 9,650 shares held indirectly through Precision Holding Co. Mr. Rhoden retains 26,800 National shares individually and 7,325 indirectly through two investment companies.

RCA—Charles R. Denny purchased 188 shares through incentive plan, for 1,018 total.

Skiatron Electronics & Tv Corp.—Frank V. Quigley sold 100 shares, retaining 435; Kurt Widder disposed of 2,500 shares leaving him with 4,000.

Storer Broadcasting Co.—Abiah A. Church purchased 100 shares for 213 total.

TelePrompTer Corp.—Salter Hirshon sold 5,000 shares leaving him with 1,000.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Now you can protect him from polio... why don't you?

PERHAPS no medical development was ever so eagerly awaited as the vaccine against polio, or infantile paralysis.

But when the vaccine was perfected and supplies became plentiful, a strange thing happened. Millions of Americans failed to take it—or neglected to get the three injections needed for their protection.

In fact, recent studies show that more than 35 percent of our people under age 40—the period when most cases occur—have not had any shots; only half have had the full series. *Of the pre-school children who are most susceptible, nearly one-third have not been vaccinated at all.*

To help correct this situation, the U. S. Public Health Service, the American Medical Association, the American Academy of Pediatrics, the American Academy of General Practice and The National Foundation (for Infantile Paralysis) are spear-heading a drive for the conquest of polio.

You can strike a blow against polio!

If you have children, now is the time to provide them with protection—well in advance of the polio season which is at its height during hot weather.

Three injections—properly spaced by your physician—are 85 to 90 percent effective against paralytic polio. If your children completed their series of three injections a year or more ago, ask your doctor about a fourth "booster" shot at this time.

Remember, it is especially important to protect children under age five. Doctors say that polio injections can be started as early as six weeks of age.

If you are under 40, see that you, too, are vaccinated. Polio isn't limited to children. Although it rarely strikes adults, it is usually severe when it does occur.

So, you could do no wiser thing than to call your physician or clinic *now*—and arrange for your family's injections.

If we all act immediately, we can face the summer of 1959 with the bright hope that there will be no polio epidemics!

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

OUR RESPECTS TO . . .

Norton William Mogge

"The opportunities for radio selling are today greater than ever before," Norton William Mogge, president of the Los Angeles agency, Atherton Mogge Privett, believes.

"And no one takes better advantage of those opportunities than Nort Mogge," a Los Angeles broadcaster has commented. He described Mr. Mogge as "the most astute user of saturation radio in the West."

Among the accounts under Mr. Mogge's jurisdiction is Seven-Up Bottling Co. of Los Angeles, described as the most profitable soft drink franchise in the country. This enviable position is maintained by a barrage of local radio spots on about a dozen stations at all times of the day and night on all types of programs from music to news to sports to weather, with which the agency supports Seven-Up's national television, magazine and outdoor advertising. Other heavy radio users in the AMP client list include Pacific Hawaiian Pineapple products, Jerseymaid Milk products, Barbara Ann Baking, Luer Packing and Pacific Cracker as well as a number of local accounts.

Yet it is only since 1947, when he and Jack Privett left J. Walter Thompson to start their own agency, that Mr. Mogge has personally had much to do with radio. New business development, client contact, merchandising and marketing have been his specialties and in the major national agencies where much of his more than 40 years in advertising were spent, there had been able media departments to handle the details of buying time and space. But food advertising has always been Nort Mogge's major interest and since the beginning of commercial broadcasting food companies have been major users of radio, and latterly tv as well. So, without really trying, he absorbed a lot of knowledge of the broadcast media that was there when he needed it.

A Start at Sunkist • Nort Mogge may well be the only advertising agency president who prepared for a career in advertising by attending an agricultural college—Michigan State, where he majored in horticulture and received a B.S. in 1914. Peculiarly, his first after-college job was not on a farm but as a fruit auction salesman for Sunkist in New York City. Equally off-beat, he got the job not through his superior knowledge of oranges, but because he'd been captain of the Michigan State baseball team. (The man doing the hiring had been baseball captain at Cornell.)

For two years he spent his days inspecting deciduous and citrus fruit coming into Pier 20 on ferries from the railroad terminal across the Hudson River and watching auctioneers to see that the fruit brought a reasonably good price. Next he was sent to Chicago as head of the Sunkist premium department and then to Kansas City as manager of dealer service for an area that stretched from Oklahoma City north to the Canadian border and east almost to St. Louis. "I'd be on the road for six to eight weeks at a time," he recalled, "living in my Ford and often without money because my expense and salary checks couldn't catch up with me."

Tired of life in a Model T, Mr. Mogge obtained an interview with an executive of Northwestern Fruit Exchange who turned out to be a fellow native of Buffalo. More important, he was the brother-in-law of a girl Mr. Mogge had dated during his high school days. So Mr. Mogge was off to Seattle as an assistant sales manager of this apple marketing organization.

After World War I, in which Lt. Mogge spent two years teaching close order drill to non-coms at Ft. Lee, Va., he moved to New York to work with

AGENCY CHIEF MOGGE

Spot radio a specialty

Mutual Service Corp. advertising agency whose main account was Northwestern Fruit Exchange's Skookum apples. Five trips back to Seattle in a year (and in 1919 each cross-country trip meant a week on the train each way) made it plain where he was needed most and in 1920 he returned to Seattle as advertising manager.

Out the Window • Two years later a dispute between eastern interests and the western growers' association (which jointly owned NFE) split the company in half. In the rift "the $125,000 ad budget went out the window with me after it," Mr. Mogee recalled. He opened a marketing office in Wenatchee, center of Washington's apple country, but in 1923 a record-breaking crop drove apple prices down to the breaking point and Mr. Mogge accepted the post of Pacific Coast manager of Meredith Pub. Co. "Freely translated, that meant I sold space for *Dairy Farmer, Better Homes & Gardens* and *Successful Farming* up and down the Coast."

In 1926, when Meredith wanted him to move to the firm's headquarters in Des Moines as advertising manager, Mr. Mogge elected to stay on the Coast and over the next 15 years he successively had charge of food advertising for the Lord & Thomas (now Foote, Cone & Belding) office in San Francisco, was advertising manager of United Prune Growers of California, manager of the Los Angeles office of J. Walter Thompson Co., and opened and managed a Seattle office for JWT (bringing into the agency's client roster the Washington State apple, dairy and progress commissions). Mr. Mogge returned to Los Angeles in 1941 to reopen a general advertising office for JWT, which then was maintaining only a Hollywood radio service branch there. He began with himself and a secretary and six years later had a staff of 52.

Partner and President • In 1947, when JWT decided to transfer some of its top Los Angeles personnel to the agency's Chicago office, Mr. Mogge and Jack Privett, who handled the Ford Dealers of Southern California for JWT, left and opened their own Los Angeles agency, Mogge & Privett. In November 1958 the agency combined with Alfred Atherton to become Atherton Mogge Privett, with Mr. Mogge as president, a post he still holds.

Nort Mogge was born Aug. 26, 1891, in Buffalo, N.Y. In 1924 he married Aileen Brown of Wenatchee. They have two sons: Dwight C., a medical student at UCLA, and John N., also in the advertising agency field, with Keys & Adams, Los Angeles.

Always active in advertising organizations, Mr. Mogge has been president of the Seattle Sales & Advertising Club and of the Advertising Assn. of the West, chairman of AAAA's Southern California chapter, an ad club board member in Seattle, San Francisco and Los Angeles and is currently chairman of the Western Region of AAAA. An ardent golfer, he belongs to the Los Angeles Country Club and is past president of Southern California Advertising Golfers' Assn. He is also a member of the Beverly Hills Club, Big Ten Club and Advertising Club of Los Angeles.

EDITORIALS

Meritorious

IN nominating Rosel H. Hyde for another seven-year term as a member of the FCC, President Eisenhower recognized dedicated public service, and he disregarded politics.

Others sought the position because a $20,000 salary, among politicians, is a political plum. By naming Mr. Hyde well in advance of the expiration of his present term on June 30, the President cut off the politicking for the Republican assignment.

Mr. Hyde has been a member of the FCC since 1946. With one exception, he has served as a commissioner longer than anyone in the history of communications regulation, which began with the old Federal Radio Commission in 1927. And when he completes his new seven-year term in 1966 he will have exceeded the tenure of Paul A. Walker by a year. From docket clerk to commissioner, he has been with the FRC and the FCC for 31 years.

Mr. Hyde is an unusually youthful, vigorous man at 59. His background and knowledge of communications, and his judicial temperament are admirable qualifications for the position he has held with such distinction over the years. He is not a politician, but rather one of those rare men in public life who has made public service his career.

Too hot to handle

IN bucking the tv allocations hot potato to Congress the FCC took the most expedient, if not the only, course available in the light of the complexities and the unsettled state of spectrum use.

In proposing temporary or interim action by squeezing new stations into critical markets through shorter separations the FCC opens a new Pandora's box.

It could not by decree order what it regards as the optimum solution—extension of the existing vhf spectrum of 12 channels to cover a contiguous band of 50 channels. That must await negotiations with the present government users. And even if this develops, as the FCC majority optimistically hopes, it would take 10 years or longer, plus legislation for all-band receivers, plus adjustment of foreign commitments, to effectuate.

Thus the FCC did the next best thing by presenting to the Senate Commerce Committee a statement of the various long range alternatives to alleviate the scarcities in assignments. It is a clearly-worded exposition, so simply presented that members of Congress, preoccupied as they are with other matters, should have little difficulty understanding the problem.

Where the FCC foments trouble is in announcing that it intends to abandon existing mileage spacings to shoehorn new stations into areas having fewer than three vhf stations, but on a "temporary" basis. It would do this before it knows whether it can work out an expanded vhf plan with the government, or before the proposed President's commission to study spectrum use or the House Commerce Committee's spectrum subcommittee are even off the ground.

It could very well be that shorter spacings, directional antennas, precision offset and other techniques will become the main ingredients in the solution of the vexatious shortage problem. But like Comr. Bartley, we feel that to institute the shorter vhf separations now could prejudice any long range plan. It would jerk the rug from under uhf before it is known whether all 70 uhf channels will be needed. The majority holds that it should know in a few months whether the government will play ball on exchange of spectrum space. Certainly it would cause no onerous hardship to wait that long, particularly since the problem has remained unsolved since 1952.

Meanwhile, there are areas like Syracuse, Rochester, Fresno and Bakersfield, among others, where drop-ins presumably can be authorized without doing violence to the existing separations. Why delay here?

Reducing separations now, even on an interim basis, would be another cruel blow to the 85 operating uhf stations, which certainly should have some priority in succeeding to whatever better assignments become available.

There's no indication as to the extent to which the FCC proposes to reduce vhf separations. What about the effect on existing services which would be impaired or perhaps destroyed? Experience has shown that once standards are compromised, the exception becomes the rule and the degrading process by force of Congressional and other pressures, keeps boring deeper.

If the FCC concludes that shorter separations are inevitable, it should establish a definite outer limit. And it should hold to that line. But first, it must establish to the satisfaction of the public, through Congress, and to the broadcasters who have made their heavy investments, what that line should be. Otherwise the tv allocations are destined for the same fate as am radio.

'News' associations

WE are tempted from now on to refer to the two major news services as the Associated "Press" and United "Press" International.

Both are less press than broadcasting these days.

In a report issued before the annual meetings of the American Society of Newspaper Editors and the American Newspaper Publishers Assn., the AP announced it was serving more U.S. broadcasting stations than newspapers (BROADCASTING, April 13). The figures are 1,878 radio and television stations and 1,638 newspapers.

We asked UPI last week how its score stood. It is even more heavily weighted in favor of broadcasting than AP: 2,226 stations to 1,592 newspapers.

Things have changed rather dramatically in the little more than 20 years since the press associations were refusing to sell their service to radio. They have also changed in the slightly more than 10 years since AP agreed to admit broadcasters to associate membership, a status they still occupy. Associate members have no vote in AP affairs. Newspapers, as full members, control the destinies of the AP. Perhaps it is time they let the majority of AP outlets have at least an equal voice in AP operations.

Drawn for BROADCASTING by Sid Hix

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